Bud and Susie Rogers Garden at the Akron Art Museum
Methods

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Acknowledgements

A Land Acknowledgement from the Akron Art Museum:
This is the traditional land of many diverse nations, including the Ohio Seneca and Cayuga, the Lenni Lenape (Delaware), the Miami, the Shawnee, the Wyandot (Wendat), the Odawa (Ottawa) and the Ojibwe Nations. It was these Indigenous People whose cultures, lifestyles, spiritual beliefs, and traditions shaped this land. The Akron Art Museum serves the community within this same place. Native history is American History and we acknowledge the Museum is indelibly intwined with indigenous exploitation and dispossession. The Akron Art Museum pays respect to the native forebearers of this land, honoring the roles indigenous communities have historically held and continue to hold in shaping the future of our shared home. We commit to the continuous processes of education in Native arts, relationship building with and among Indigenous Peoples, offering community space with which to share thought, dialogue and art, and concerted shifts toward sustainability and environmental stewardship initiatives.

The CSI team would like to dedicate this report in honor of Susie Rogers, who passed on Aug 18, 2024.

The CSI team would like to thank the following organizations and individuals:
The Landscape Architecture Foundation – Megan Barnes
The OLIN Studio – Demetrios Staurinos, Associate, Project Manager
The Ohio State University – Halina Steiner
Downtown Akron Partnership – Kimberly Beckett and Dominic Caruso

Research Strategy

The landscape performance evaluation of the *Bud and Susie Rogers Garden (BSRG)* at the *Akron Art Museum (AAM)* incorporates an analysis of three critical tenets: fostering community engagement and cultural enrichment, promoting sustainability and local resources, and advancing growth of downtown Akron as an economic civic generator. Data collection by the research team is garnered in partnership with the AAM and utilizing other local, publicly accessible datasets including municipal records related to environmental and economic themes.

Principal data collected by the research team includes 1) cataloguing species richness, measuring air and surface temperatures, stormwater management (taken at predetermined locations within site as well as several neighboring areas for comparison), and carbon sequestration; 2) intercept surveys of museum and garden patrons, observing garden use and that of similar sites within Akron; 3) interviews with business owners, public servants, and other community leaders.

Data collected between May and July 2024.
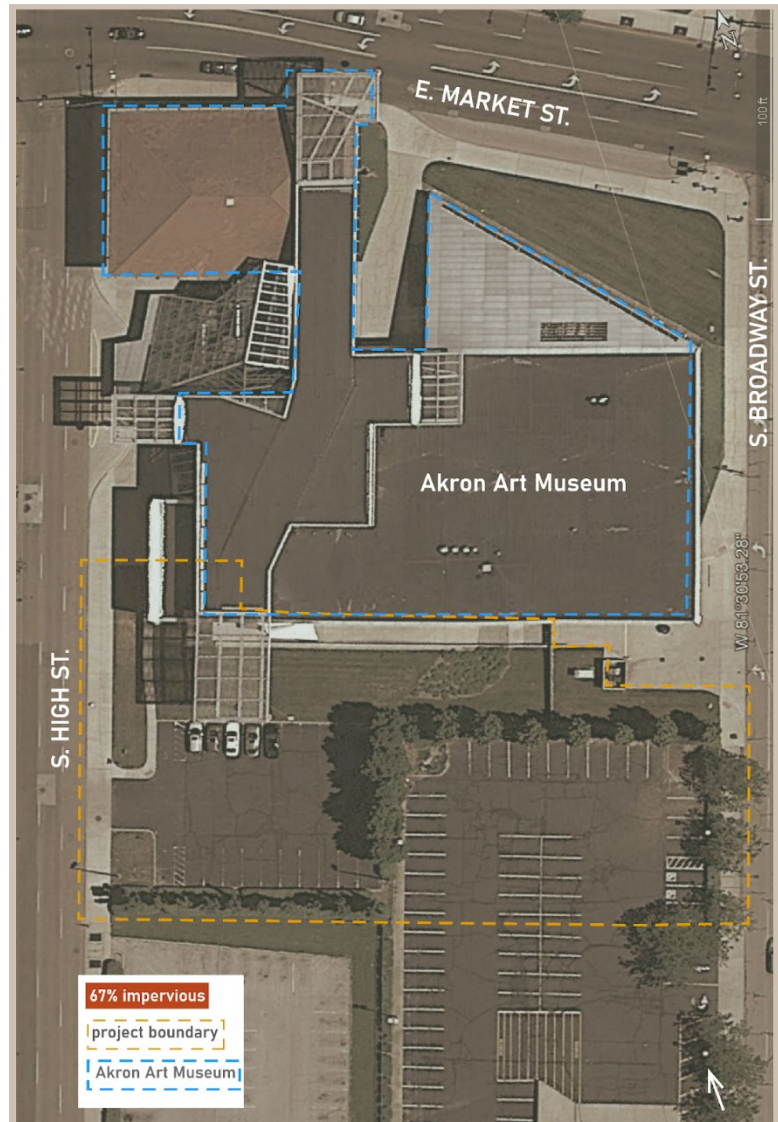
Environmental Benefits

Benefit 1: Reduces peak stormwater flow rate for a 2-inch rain event by an estimated 23%, from 1.40 cfs to 1.07 cfs.

Methods: Stormwater calculations were conducted by measuring surface typologies and areas of the existing site during site visits, as well as using pre-construction imagery available on Google Earth. Using the runoff peak discharge formula and the area for each surface type, current and past stormwater runoff values were calculated.

Stormwater Runoff Pre-Construction					
Surface Type	area (sq. ft.)	i(in/hr)	area (acres)	C (coefficient number)	Q=CiA (cu. ft./sec)
asphalt	16392	2	.38	.90	.684
concrete paving	9020	2	.27	.85	.459
side slope turf	9867	2	.23	.30	.138
cultivated land planted beds (sand + gravel)	2657	2	.10	.35	.07
total (raw numbers)			.87		
Total (based on weighted average coefficient number for the total area)	37,936	2		.8	1.4

Table 1. Stormwater Runoff Pre-Construction

Stormwater Runoff Post-Construction					
Surface Type	area (sq. ft.)	i(in/hr)	area (acres)	C (coefficient number)	Q=CiA (cu. ft./sec)
concrete paving	16556	2	.38	.85	.646
Gravel + Planting	6040	2	.14	.65	.182

cultivated land planted beds (sand+gravel)	10802	2	.25	.35	.175
lawn	4538	2	.10	.35	.07
total raw numbers			.87		
Total (based on weighted-averages coefficient number for the total area)	37,936	2		.62	1.073

Table 2. Stormwater Runoff Post-Construction

Calculations: The calculation utilized above is the Rational Method (Q = CiA). The coefficient decimal numbers for different materials, pre- and post-construction, have been referenced from the ASLA Technical Workshop: LARE Prep Section 4.

Equation example: A 16,392 sq. ft. asphalt surface will produce 0.684 cu. ft. per second of runoff in a single rain event of 2 inches. (The calculated area used in this performance measurement is in acres.)

C* i* A=Q

C = 0.85   Q peak runoff rate i = 2 inches   0.38 = acres   Q peak runoff rate = .646 cu. ft./sec
The peak stormwater runoff rate post-development is 1.073 cu. ft./sec, while the peak stormwater runoff rate pre-construction is 1.4 cu. ft./sec.
1.4cu. ft./sec - 1.073 cu. ft./sec = 0.33 cu. ft./sec

The pre-construction peak stormwater runoff rate is referred to as 100%, while the post-construction runoff is 76.64%, thus reducing the peak stormwater runoff rate by 23.36%. Finally, overall, there is a 0.6 cu. ft./sec. reduction in stormwater runoff, which is a 52.64% reduction for the whole site.

Limitations: While the Rational Method calculation is suitable for small areas such as those under 200 acres, the calculation assumes systematic rainfall and uniform land use in a catchment area. Depending on site factors, results can vary significantly, impacting predictions. Other limitations of the calculation include fixed rainfall duration—the calculation assumes that rain lasts as long as it takes for water to flow from the farthest point of the area to the outlet, which isn't always the case. For larger sites with similar land use variations and more complex conditions, this assumption may not hold true.

Benefit 2: Increases ecological quality as demonstrated by 241% increase in Simpson's Diversity Index value, from 0.25 to 0.86, with the introduction of 30 plant species native to Northeast Ohio.

Figure 1. *Plant species within a pollinator-raised bed are recorded incrementally.*
Photo: CSI 2024 Project Team

Method: Quadratic sampling was used to identify perennial and annual species and species counts across the extent of the garden. Individual woody species and trees were also counted and measured for the biodiversity study and to support carbon sequestration calculations (see below). Total individual plants observed as well as total number of each species were used to calculate the Simpson's Diversity Index using the formula outlined below. Values closer to 0 indicate lower biodiversity than those closer to 1.

Calculations:

Biodiversity Index Pre-Construction				
	Scientific Name	Common Name	Qty. (n)	n(n-1)
Trees	Oak spp.	Oak spp.	24	552
	Gleditsia triacanthos	Honey Locust	4	12
Total Number of Organisms [N]			28	756
Simpson's Biodiversity Index (D)	D = 1- ($\sum$n(n-1)/N(N-1)			0.2539

Table 3. Biodiversity Index Pre-Construction

Biodiversity Index Post-Construction				
	Scientific Name	Common Name	Qty. (n)	n(n-1)
Trees	Acer saccharum	Sugar Maple	3	6
	Amelanchier x grandiflora 'Princess Diana'	Princess Diana Serviceberry	7	42
	Betula utilis jacquemontii	Whitebarked Himilayan Birch	8	56
	Carpinus betulkus 'Franz Fontaine'	Franz Fontaine Fastigate Horbeam	33	1056
	Cornus x rutgersensis 'Constellation'	Whtie Stellar Series Dogwood	2	2
	Cornus x rutgersensis 'Stellar Pink'	Pink Flowering Stellar Dogwood	2	2
	Ostrya virginica	Hophornbeam	1	1
	Quercus bicolor	Swamp White Oak	6	30
	Sophora japocia 'Halka'	Japanese Pagoda Tree	0	0
	Stewartia pseudocamellia	Japanese Stewartia	0	0
	Juniperus scopulorum 'Blue Heaven'	Blue Heaven Juniper	13	156
	Styrax japonicus 'Pink Chimes'	Japanese Pink Pink Snowbell Dwarf	0	0
Herbaceous Perennials	Spirea thunbergii 'Ogon'	Mellow Yellow Spirea	12	132
	Viburnum plicatum tomentosa 'Summer snowflake'	"Summer Snowflake" Japanese Snowball	9	72
	Hydrangea arborescens 'Annabelle'	Annabelle smooth hydrangea	8	56
	Fothergilla gardenia 'Mt. Airy'	Dwarf Witchalder	6	30
	Hosta 'Bressingham Blue'	Bressingham Blue Hosta	2	2

	Hosta [sp]	Hosta [sp]	9	72
	Ajunga reptans. L.	Bugleweed	5	20
	Hakonachloa macra 'Alba-striata'	Variegated Japanese Forest Grass	66	4290
	Echinacea pallida	Pale Echinacea	64	4032
	Nepeta spp.	Catmint	25	4692
	Penstemon digitalis	Foxglove Beardstongue	9	72
	Panicum virgatum (Cape Breeze)	Dwarf Switchgrass	6	30
	Festuca 'Beyond Blue'	Beyond Blue Festuca	5	20
	Verbena urticifolia	White Vervain	4	12
	Perovskia atriplicifolia	Russian Sage	67	4422
	Cyperus eragrostis	Flatsedge	3	6
	Salvia spp.	Sage spp.	2	2
	Grass [unknown]	Grass [unknown]	62	3782
	Thlaspi arvense	Common Pennycress	1	0
	Calamagrostis aucutiflora 'Karl Foerster'	Karl-Foerster Feather Reed Grass	245	59780
	Amsonia ciliata	Fringed Bluestar	7	42
	Ipomoea spp.	Morning Glory	2	2
	Allium 'Purple Sensation'	Giant Allium	10	90
	Allium angulosum	Mouse Garlic	10	90
	Erigeron canadensis	Horseweed	7	42
	Melissa officinalis	Lemon Balm	14	182
Total Number of Organisms [N]			785	615,440

Simpson's Biodiversity Index (D)	D = 1- (∑n(n-1)/N(N-1)			0.8646

Table 4. Biodiversity Index Post-Construction

Tables 3 + 4. Calculated by summing each species' squared proportion of individuals and subtracting the result from 1. Higher values indicate greater diversity.

Calculations:
Biodiversity was calculated using the Simpson's Diversity Index formula.

$$n = \text{the number of individuals for one species}$$
$$N = \text{the number of total species observed}$$

Example calculation for post-construction biodiversity:

$$D = 1 - \left(\frac{\Sigma n(n-1)}{N(N-1)}\right) \qquad D = 1 - \left(\frac{83{,}323}{615{,}440}\right) = 0.8646$$

For calculating change before and after construction:

(post-construction score – pre-construction score)/pre-construction score x 100

(0.8646 – 0.2539)/0.2539 x 100 = **240.528%** change

Limitations: Biodiversity calculations for pre-constructed condition were found through historic Google Earth imagery. Species identification and count are inferred through this imagery and have been identified by shared characteristics such as size, form, and planting pattern.

Benefit 3: Reduces overall surface temperatures by an estimated 17° F compared to pre-construction conditions.

Methods: Surface testing was completed using an Etekcity Infrared Thermometer lasergrip 1080. The operating temperatures for this device are -58°F to 1022°F with a margin of error of +/- 3.6 °F. The distance-to-spot ratio is 12:1.

The research team took measurements on June 11, 2024, between 11:30 AM and 1 PM. Weather conditions reported on weather.com indicated a starting temperature of 64°F with

partly passing clouds, 43% humidity, and winds at 3 mph from the northwest. By 2 PM, the temperature had risen to 72°F, with partly cloudy skies, 43% humidity, and a 6 mph wind.

Temperatures were recorded at 13 locations, covering various material types, approximately 3 feet above the surface. To evaluate site conditions, the area was categorized by material types, and the total acreage for each material was calculated using AutoCAD files provided by the firm. Pre-construction values were unavailable; in order make an approximate pre-construction site condition temperatures were measured in a two-acre parking lot adjacent to the east, where at least 50% of the site surface is asphalt.

The site now includes eight different material types. A weighted temperature for each material type was calculated based on the percentage of space it occupies on the site. These weighted temperatures were summed to derive a weighted average temperature for the entire site. The weighted average pre-construction temperature was **98.32°F**, while the post-construction weighted average temperature was **81.04°F. A 17.3°** difference exists between the previous and present-day surface conditions, indicating a considerably cooler overall surface temperature than the estimated pre-construction conditions.

Calculations:

Pre-Construction			
Material Type	*% of acreage*	*Average Temp for material in the sun*	*weighted temps*
Paved Lot*	*89%*	*100 F*	*89.00+*
Tree Islands	*11%*	*76.5 F*	*8.42+*
	100%		*=98.32*

Table 5. Pre-Construction Temperatures by Area

*pre-construction data sourced from the Akron Museum's EAST adjacent lot:
23 S Summit St, Akron, OH 44308: 2 acres

Post-Construction			
Material Type	**% of acreage**	*Average Temp for material in the sun*	*weighted temps*
The Green	*11%*	*73.9 F*	*8.13+*
Aggregate	*11%*	*63.9 F*	*7.03+*
Concrete (Event Space,	*58%*	*89.5 F*	*51.91+*

Switchback, other circulation)			
Pollinator Beds	*6%*	*83.0 F*	*4.90+*
Tree + Shrub Beds	*10%*	*80.9 F*	*8.09+*
Timber Furniture	*1%*	*98.3 F*	*.98+*
	100%		*= 81.04*

Table 6. Post-Construction Temperatures by Area

98.32 (pre-construction weighted avg) – 81.04 (post-construction weighted avg) = **17.30° F**

Limitations: These temperatures do not account for the effects of shade on the materials. The variable nature of shade, dependent on the sun's position, made it impossible to accurately estimate the acreage of shaded areas within this study's limitations. Additionally, many of the site's trees are still young, and their growth will result in significantly more shade in the future.

Surface temperatures were not captured from the site prior to construction. Therefore, all surface temperatures recorded in pre-construction were determined by an adjacent present-day site with the same functionality, the AAM's east surface lot, and may not fully reflect the actual surface temperatures prior to the garden's conception.

Sources:
Google Earth Pro 7.3.6.9796 February 22, 2024 Akron, OH 41°05'01.7"N 81°30'55.4"W

Benefit 4: Sequesters an estimated 2,788 lbs of atmospheric carbon annually in 83 newly planted trees and is projected to sequester 63,474 lbs of atmospheric carbon over the next 20 years.

Methods: The research team measured existing trees on-site using standard diameter measurement at breast height (DBH) with measuring tape. Additional data was sourced directly from the firm's planting plan. An i-Tree analysis was conducted using the digital tool "My Tree," typically used in the field for smaller public areas or private properties, such as corporate campuses, parks, apartment complexes, and individual homes.

Calculations: The table below calculates the carbon sequestered using the i-Tree My Tree Calculator (https://mytree.itreetools.org/#/).

Example: A single White Himalayan Birch (*Betula utilis var. jacquemontii) with a measured* **diameter at breast height** (DBH) of 5 inches sequesters an estimated 35.48 lbs of CO_2. The

BSRG has 8 *Betula utilis var. jacquemontii* in the original planting plan and within the current palette. Therefore, the total amount of CO2 sequestered by *Betula utilis var. jacquemontii* would be:

35.48lbs*8 = **283.84 lbs**

One metric ton is equal to 2,204 lbs. Therefore, the total CO2 sequestered, according to the updated planted tree inventory, is equal to:

2,787.66/2,204 ~ 1.26 metric tons

Pre-Construction					
Species	Estimated DBH (IN)	CO2 sequestered by one tree (lbs)	20-year CO2 sequestered by one tree (lbs)	QTY. Trees	Total CO2 sequestered (lbs) 1Y/20Y
Oak spp, (Quercus)	5"	50.36	1,577.87	9	453.24/14,200.83
Oak spp, (Quercus)	8"	79.68	2,164.19	2	159.36/4,328.38
Oak spp, (Quercus)	10"	99.22	2,555.06	9	892.98/22,995.54
Oak spp, (Quercus)	12"	118.76	2,945.94	3	356.28/8,837.82
Oak spp, (Quercus)	15"	148.08	3,532.25	1	148.08/3,532.25
Total				24	2,009.94/53,894.82

Table 7. Pre-construction i-Tree MyTree Results by species

Post-Construction					
Species	**Estimated DBH (IN)**	**CO2 sequestered by one tree (lbs)**	***20-year* CO2 sequestered by one tree (lbs)**	**QTY. Trees**	**Total CO2 sequestered (lbs) 1Y/20Y**
Himalayan white birch (*Betula utilis ssp. jacquemontii*)	5	35.48	1,432.63	8	283.84/11,461.04
Franz Fontain hornbeam(*Carpinus betulus*)	3	23.45	1,035.6	33	773.85/34,174.8
Serviceberry spp (*Amelanchier x grandiflora*)	3	12.73	538.37	18	229.14/2,714.06
Swamp white oak (*Quercus bicolor*)	28	356.51	8,142.18	3	1,069.53
Pink Flowering Stellar Dogwood (*Cornus x rutgersensis*)	3	18.35	898.92	2	36.7/1,797.84
White Steller Series Dogwood (*Cornus x rutgersensis)* "constellation"	3	18.35	898.92	2	36.7/1,797.84
Sugar maple (*Acer saccharum*)	4	21.1	748.43	3	63.3/2,245.29
Blue Heaven Juniper (*Juniperus, scopulorum*)	4	19.64	618.87	15	294.6/9,283.05
Total				**83**	**2,787.66/63,473.92**

Table 8. Post-construction i-Tree MyTree Results by species

Sources: i-Tree Eco v6.0.27. Accessed July 2024 https://www.itreetools.org/tools/i-tree-eco/i-tree-ecooverview

Google Earth Pro 7.3.6.9796 February 22, 2024 Akron, OH 41°05'01.7"N 81°30'55.4"W

Limitations: Not every single tree was measured individually. If more than five of the same species were inventoried, a sample of 3-4 species was combined to produce an average. This means that the total amount of carbon sequestration is likely to be a slightly higher or lower value than recorded. Additionally, the i-Tree tools provide a comprehensive library of trees – a function to include groundcover is unavailable.

Social Benefits

Figure 2: Photo left: Maddox Graham, photo right: Shane Wynn

A sense of community is often conceptualized in terms of emotional security and belonging, community influence, shared memories, trust-building, and the fulfillment of physical and psychological needs (McMillan and Chavis, 1986).

The Bud and Susie Garden (BSRG), completed in 2016 with the support of a $5 million capital campaign led by the Rogers family, was created as a gift to the Akron community. Since its opening, the garden has become a welcoming space, offering a peaceful environment for both patrons of the Akron Art Museum and visitors to the greater downtown Akron area. To assess the garden's effectiveness as a public asset, an impact survey was conducted over a three-week period. The survey consisted of 22 questions focusing on key areas such as site awareness, accessibility, and the cultural alignment of institutional programming. It was organized into three sections: 1) Site Accessibility, 2) Inclusivity, and 3) Participant Background.

Through this survey, we gathered primary and secondary data using a mixed-methods approach that combined quantitative and qualitative analysis to assess the community's current perception of the garden. The survey was distributed on-site as hard copies and shared digitally through the Downtown Akron Partnership and Akron CBOs, both of which are involved in projects focused on creative programming and accessibility for vulnerable populations. The questionnaire targeted key concepts, including site awareness and the relevance of institutional programming. Responses were collected from 30 individuals using both digital and hard copy formats. The findings from this survey are referenced throughout the discussion on social benefits and can be found in the appendix at the end of the report.

In addition to the impact survey, the [Downtown Akron Partnership Annual Report](#) (DAPAR) was used as a reference. The Downtown Akron Partnership conducts an annual survey to gather feedback on perceptions of downtown. Both surveys result in quantitative and qualitative data intended to be synthesized, demonstrating how residents and visitors perceive a sense of investment in accessible programming, particularly through AAM's outdoor initiatives.

Benefit 1: Doubled accessible space for community programming at the Akron Art Museum, which contributed to increased attendance at events like Downtown@Dusk, which grew from an estimated 100 to 200 attendees per event.

Background: The most notable outdoor event at the AAM is Downtown@Dusk. This annual concert series takes place over 4–5 weeks from July to August and is now in its fortieth year. Other events hosted in the garden include Outdoor Family Movie Nights, Free Family Days, and American First Peoples' Day. Additionally, three public art installations in the garden have been highlighted in social media posts, including the wall installation "Reflections" by the Safarani Sisters (2023), the public dance performance "HEARD" by Nick Cave (2019), and the sculpture installation "Hanging with Chad," which has been on loan since 2023.

Figure 3: *Downtown@Dusk event announcement featured on the Instagram social media platform on August 1, 2024.*

Method: Aside from notes taken during staff interviews, limited data regarding programming and attendance were shared by AAM. To gauge the effectiveness of programming in the garden, the team relied on firsthand data collected from the impact survey and compared it to secondary data obtained from AAM's social media posts on Instagram and Facebook. Since its construction, the garden has been featured in seventy-eight of AAM's Instagram posts.
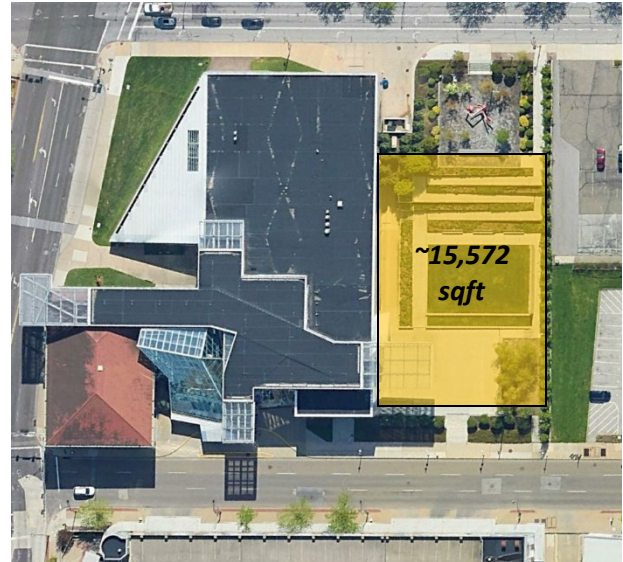
Figures 4 & 5: Google Earth Imagery photo left: pre-construction 2015 event viewing area vs. photo right: post-construction 2022 event viewing area.

(post-construction viewing area – pre-construction viewing area)/pre-construction viewing area x 100

(15572 – 7851)/ 7851x 100 = **98.3%** change in attendance from 2014 event to post-garden construction.

Figure 6: Downtown@Dusk event announcement featured on AAM Facebook social media platform on July 10, 2014, before construction of the BSRG.

Prior to the garden's construction the viewing space of Downtown@Dusk performance was limited to 7,851 sf, compared to the new dedicated event space and green and ramp view space which makes up 15,572 sf – and a 50% increase of accessible space to sit using a blanket or lawn chair. As seen Figure 6, which is a photograph taken at at 2014 Downtown@Dusk event prior to the BSRG's construction, there is a clear area where patrons have chosen not to sit due to steep incline of grade change. Additionally, the performers are facing the main entrance of the museum, reducing optimal viewing area of the performance even further. From Figure 6 and additional photos of this specific program, it was estimated that approximately 100 people attended this pre-construction event.

The same count was conducted with photos of the same event (Downtown@Dusk) after the creation of the garden, and an average of 200 individuals were estimatd in attendance.

(post-construction attendance – pre-construction attendance)/pre-construction attendance x 100

(200 – 100)/100 x 100 = **100%** change in attendance from 2014 event to post-garden construction.

Limitations: Attendance data collected is limited to the few photographs that were available pre-construction. All photos representing pre-construction are from one event that took place in 2014. Photo counts are limited to one angle and may exclude people outside the frame. This does not account for growth in attendance caused by factors other than increased accessible space.


Benefit 2: Promotes repeat use of outdoor space in downtown Akron through new green spaces, shaded areas, and programming, with 50% of surveyed visitors indicating that more of those elements are needed downtown, and 83% of 23 surveyed site visitors reporting they would visit the garden again.

Method:
Online and in-person surveys were used to collect information about the use of the space. The question for this data is as follows:
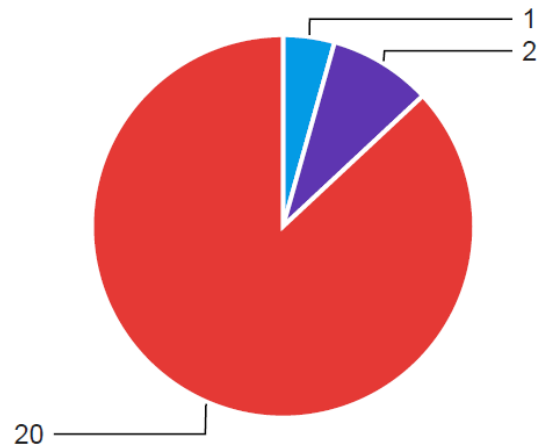
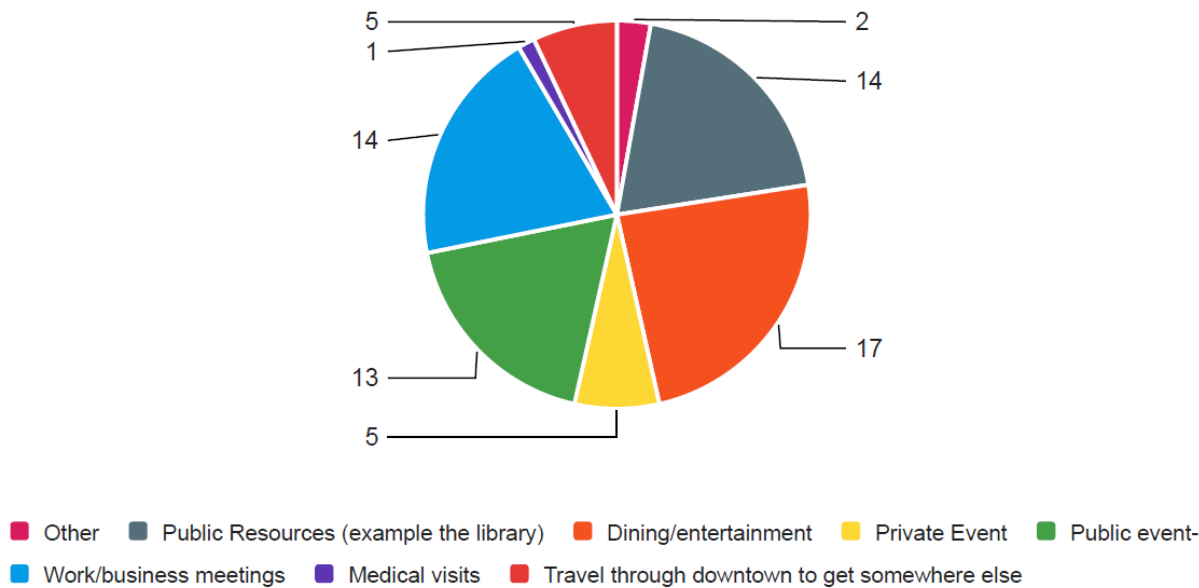**Q16 - What would inspire you to visit downtown Akron more often? - Selected Choice**
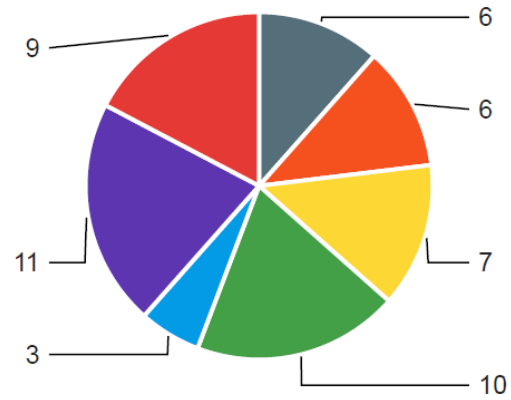
- Other
- Traffic calming
- All-ages-abilities attraction
- Street trees/shaded areas
- Affordable housing
- Affordable grocery stores
- More parks and green spaces

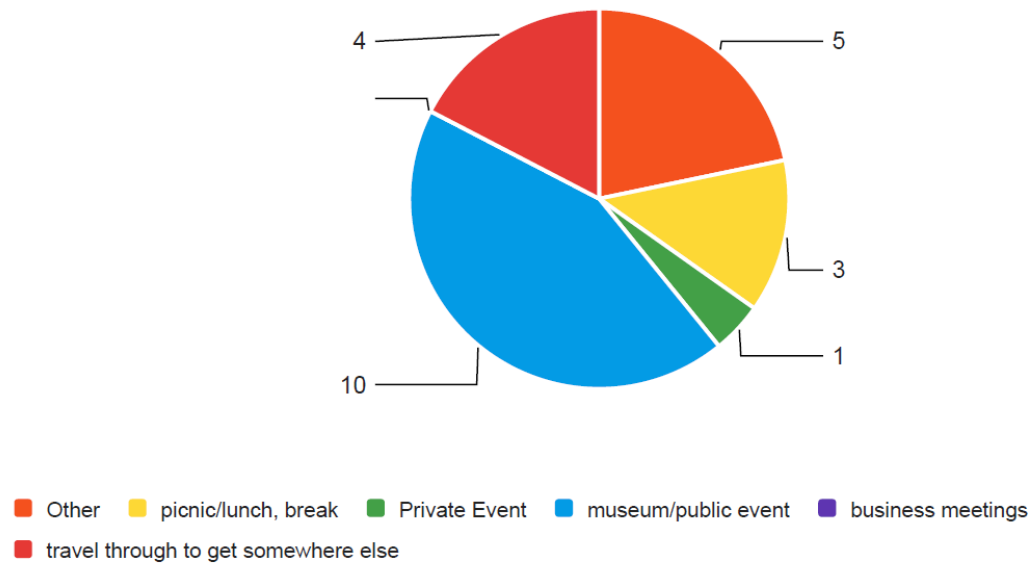**Q8 - Would you revisit the Bud and Susie Rogers Garden?**

- Unsure
- No
- Yes

Q15 - What do you most often do in downtown Akron? - Selected Choice

- ● Other
- ● Public Resources (example the library)
- ● Dining/entertainment
- ● Private Event
- ● Public event-
- ● Work/business meetings
- ● Medical visits
- ● Travel through downtown to get somewhere else

Q5 - What do you do in the garden? - Selected Choice
23 Responses

- ● Other
- ● picnic/lunch, break
- ● Private Event
- ● museum/public event
- ● business meetings
- ● travel through to get somewhere else

Figures 7 - 10: Questions from the CSI team impact survey, plus additional responses related to surveyed visitors' experiences downtown and in the garden.

When asked what would inspire participants to visit downtown Akron more often (question 16), exactly half of respondents selected more green spaces, shaded areas, and programming of attractions for all ages. This data indicates that BSRG is helping to promote the use of outdoor space by offering open and shaded green spaces and opportunities to participate in entertainment and/or public events – both indicated as desirable/needed in question 16.

Additional information:
When surveyed participants were asked in question 15 to rank what they most often do while in downtown Akron from a list of 7 options: dining and entertainments activities came out on top with 17 selections, closely followed by 13 selections for attending public events. In comparison, when asked in question 5 what activities they do in the garden; attendance of public events ranked highest at 43.5%.

21% of respondents reported visiting downtown to attend public events, and 48% participated in dining or entertainment experiences there. This aligns with the finding from question 5 that 43.5% of respondents attended public events at the BSRG, indicating that the BSRG effectively promotes the use of outdoor spaces downtown. This finding underscores the importance of continued development of similar landscape types to support an increased use of outdoor public spaces throughout downtown Akron.

Sources:
Responses solicited by CSI impact survey

Limitations: The survey received significantly fewer responses than expected based on the estimated expected number of attendees at popular events. Because survey participants could select multiple options for question 16, it is not possible to know how many respondents total there were to that particular question.

Economic Benefits

Benefit 1: Increased rental income at the museum due to the desirable views and backdrop of the garden.

Background:

Registered as a 501(c)(3), the AAM operates as both a charitable and educational organization. Because of this status, AAM receives substantial funding support from the government and the public. To generate additional revenue, the museum has made efforts in recent years to promote rental reservations for the museum and the Bud and Susie Rogers Garden (BSRG).

Method:

A survey of AAM's social media platforms was used to determine the frequency with which private events, specifically weddings, are both held and advertised in the garden. This, paired with data sourced from ProPublica, shows an increase in rental income.
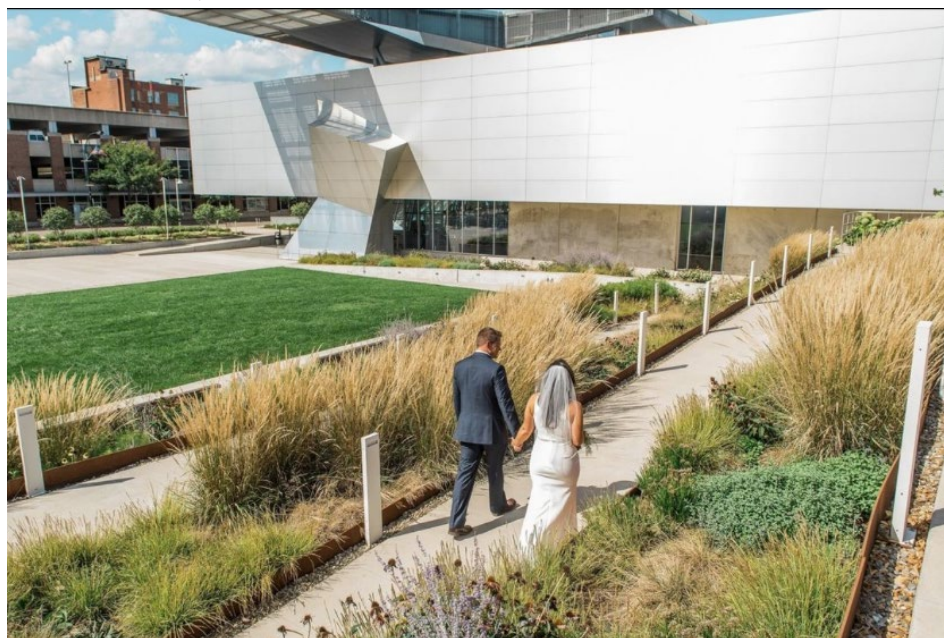
Year	Rental Income
2023	$157,267
2022	$98,366
2021	$40,266
2020	$40,759
2019	$148,660
2018	$110,720
2017	$28,984
2016	$77,817

Figure 9 & Table 7: *A couple's wedding photo was featured as advertisement for AAM wedding open house on Instagram, April 4th 2024. Table data obtained from ProPublica Nonprofit Explorer: https://projects.propublica.org/nonprofits/organizations/340813426*

Calculations:

The advertisement shown in Figure 9 appears periodically on AAM's Instagram page. Of the 78 posts depicting the garden at various times, both during programmed and non-programmed events, 16 showcase wedding photos taken in the garden, with more than 50% of these posts featured in 2023 and 2024. Some posts simply congratulate couples, but many are often accompanied by taglines such as:

- Experience the Akron Art Museum as a wedding venue!

- RSVP here: https://akronartmuseum.org/media/events/wedding-open-house-at-the-akron-art-museum-2/

Based on this information, it can be assumed that the focused effort to highlight the prairie and woodland aesthetics of the garden has directly contributed to an increase in private reservations.

Limitations: It is unknown how many other types of private events have taken place in the BSRG. Increase in rental income cannot be quantified specifically as the ProPublica data is incomplete, though a general increase is evident. 2020 and 2021 in the table above were likely impacted by the effects of the COVID-19 pandemic.

Appendix A (Survey Questions)

THE BUD & SUSIE ROGERS GARDEN IMPACT SURVEY
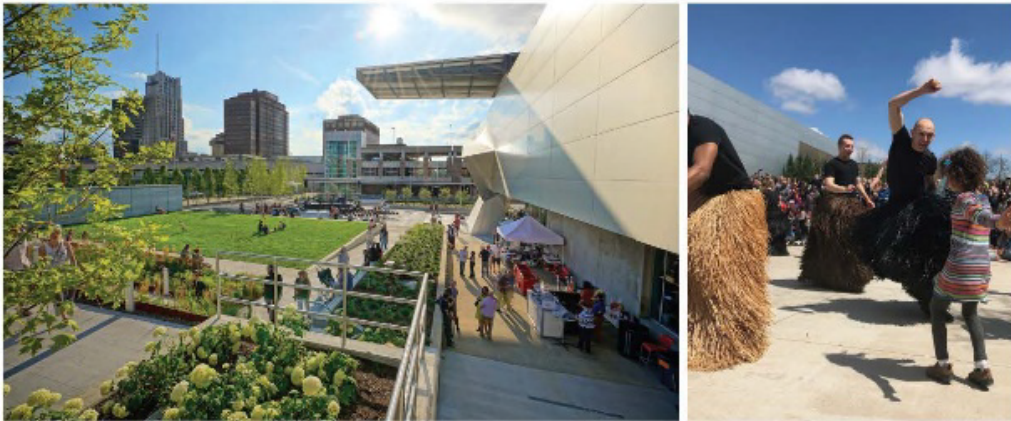
The Bud and Susie Rogers Garden at the Akron Art Museum opened in 2016 as a gift to the community of Akron. The garden designed by landscape architecture firm the OLIN Studio, welcomes a range of activities, including introspection, exploration, expression, social interactions and memorable art experiences, generated by the community and curated by the museum.

The Bud and Susie Rogers Garden has been selected to be a of the part of the 2024 Landscape Architecture Foundation Case Study Investigation, led by a team from the Ohio State University. This survey seeks to collect public impressions of the garden's performance over the last 8 years. This survey takes about five minutes; you can skip questions or stop anytime. The findings of the survey will be anonymous and published in a report that will be available on the Landscape Architecture Foundations website.

Your de-identified information may be used or shared with other researchers without your additional informed consent as it will be included in the report. Survey data will be kept on OSU's OneDrive with access limited to the research team. We will work to make sure that no one sees your survey responses without approval. But, because we are using the Internet, there is a chance that someone could access your online responses without permission. In some cases, this information could be used to identify you.

For questions about your rights as a participant in this study or to discuss other study-related concerns or complaints with someone who is not part of the research team, you may contact Ms. Sandra Meadows in the Office of Responsible Research Practices 1-800-678-6251 or by e-mail at hsconcerns@osu.edu.

I grant permission for the data generated in this survey to be used for the researcher's publication on this topic as described above.

○ YES
○ NO

Section One: Site Accessibility

Question 01
Have you ever visited the Akron Art Museum on South High Street in Downtown Akron?
 If you answered no skip to...question no.17

○ Yes
○ No

Question 02
Are you aware of the Bud and Susie Rogers Garden next to the Akron Art Museum?
If you answered no skip to...question no.17

○ Yes
○ No

Question 03
How accessible is the Bud and Susie Rogers Garden based on your physical and special needs (e.g., using strollers and wheelchairs, accessible for the blind, etc.)?

○ Very accessible
○ Somewhat accessible
○ Somewhat accessible
○ Neutral
○ Somewhat inaccessible
○ Not accessible at all

Question 04
How often do you visit the Bud and Susie Rogers Garden?

○ Rarely (1-3 times per year)
○ Occasionally (Every other month)
○ Monthly (Once a month)
○ Frequently (A few times a month)
○ Weekly (Once or twice a week)
○ Daily (Almost every day)

Question 05
What do you do in the garden?
○ Travel through to get somewhere else
○ usiness meetings
○ Bmuseum/public event
○ Private Event
○ Picnic/lunch, break
○ Other (please write in below)

_____

Map labels: S BROADWAY ST., E. MARKET ST., S HIGH ST., THE CRISS-CROSS, THE GREEN, EVENT SPACE, TREE CANOPY

Question 06
What areas do you enjoy most about the garden? (please mark the image above)

Question 07
What do you enjoy most about the areas you marked in the images.

_____

_____

Question 08
Would you revisit the Bud and Susie Rogers Garden?

○ Yes
○ No
○ Unsure
○ Neutral

Question 09
Would you like to see any improvements to the garden?

_____

_____

_____

_____

_____

_____

_____

Section Two: Inclusivity

Question 10
How much do you feel that the Akron Art Museum and its affiliation with the Bud and Susie Rogers Garden provide a sense of belonging

- ○ No sense of belonging
- ○ Somewhat lacking sense of belonging
- ○ Neutral
- ○ Somewhat feel a sense of belonging
- ○ Strong sense of belonging

Question 11
How much do you feel the Bud and Susie Rogers Garden represents the community and historical context of the people living in Akron?

- ○ No representation at all
- ○ Somewhat not representing
- ○ Neutral
- ○ Somewhat representative
- ○ Strong sense of representation
- ○

Question 12
Do you feel the Bud and Susie Rogers Garden has features that reflect your cultural values and ethnic background?

- ○ No, not at all
- ○ Somewhat not reflective
- ○ Neutral
- ○ Somewhat reflective
- ○ Strong sense of representation

Question 13
What has prevented you from visiting the Akron Art Museum? (select all that apply)

- ◯ Not interested
- ◯ Too expensive
- ◯ No time
- ◯ No one to go with
- ◯ Lack of awareness about art museums
- ◯ Daily (Almost every day)Prefer other types of entertainment
- ◯ Difficulty getting to the museum (e.g., transportation issues)
- ◯ Nothing, I visit frequently
- ◯ Other (please write in below)

_____

Question 14
Do you visit Downtown Akron?
- ◯ Rarely (1-3 times per year)
- ◯ Occasionally (Every other month)
- ◯ Monthly (Once a month)
- ◯ Frequently (A few times a month)
- ◯ Weekly (Once or twice a week)
- ◯ Daily (Almost every day)

Question 15
What do you do in downtown Akron? (select all that apply)
- ◯ Travel through downtown to get somewhere else
- ◯ Medical visits
- ◯ Public event -_____
- ◯ Private event -_____
- ◯ Dining/entertainment
- ◯ Public Resources (example the library)
- ◯ Other -_____

Question 16
What would inspire you to visit downtown Akron more often? (select all that apply)
- ◯ More parks/greenspaces
- ◯ Affordable grocery stores
- ◯ Street trees/shaded areas
- ◯ All-ages-abilities attraction
- ◯ Traffic calming
- ◯ Other -_____

Section Three: Participant Background

Question 17
What is your zip code (example: 443134)

_____

Question 18
Which category best describes your age
- ○ 18-34
- ○ 35-49
- ○ 50-64
- ○ Over 65

Question 19
How would you describe your ethnicity/race?
- ○ White
- ○ Black or African American
- ○ American Indian or Alaska Native
- ○ Asian
- ○ Native Hawaiian or Pacific Islander
- ○ Other -_____

Question 20
Do you have a disability?
- ○ No, I do not have a disability
- ○ Yes, I have a physical disability
- ○ Yes, I have an invisible disability (e.g., mental health condition, chronic illness)

Question 21
If you answered yes, please share your specific disability below.
- ○ My disability is..... _____
- ○ Prefer not to say.

Question 22
What is your gender?
- ○ Male
- ○ Female
- ○ Non-binary / Thrid gender
- ○ Other -_____

<div align="center">

The End
Thank you for taking this surevy

</div>