

Gardens of Golden Gate Park

Flower Piano 2024 Report



Thank you for another magical Flower Piano

For its ninth year, Flower Piano transformed San Francisco Botanical Garden into the city's own alfresco concert hall, where everyone was invited to play and listen. This year, the Gardens extended this beloved festival for a ten-day run from September 13-22, with a special Opening Night event on September 12—doubling the duration from last year and spanning two weekends. We welcomed 73,976 attendees. Thank you to our partners at **Sunset Piano** and to all the musicians, performers, and community partners for sharing their art. Thank you to the 135 wonderful volunteers who contributed 1,135 hours for making this unique, beloved event possible.

The Gardens of Golden Gate Park is deeply grateful to **presenting sponsor Maxwell/Hanrahan Foundation**, and lead sponsors John and Marcia Goldman Foundation, Elman Legacy Foundation, Ingrid Tauber & Frank Taforo, Outside Lands Works, Fiorella, Pacific Nurseries, True Wind Capital, 5 Ryan Foundation, and Jennifer & Alan Peterson. Flower Piano would not be possible without your generous support.

Thank you for sharing the magic of the Gardens.



2024 Highlights and Successes

In 2024, Flower Piano once again attracted thousands of visitors, enhanced community engagement, and garnered positive media coverage including a feature from [PBS News Hour](#)—public television’s marquee news program that reaches millions of people across the country. With expanded programming and a longer duration, this year’s event solidified its place as a staple in San Francisco’s cultural landscape.

Ten Days of Music and Community

From September 13-22, 2024, Flower Piano welcomed 73,976 visitors to the San Francisco Botanical Garden. All other pianos were open for playing and performances from 10am-6pm daily. Spread across 55 acres and featuring 12 pianos, the event offered visitors a musical journey amidst the garden's 8,000 kinds of plants from around the world. Visitors danced in the Great Meadow, relaxed in the hidden amphitheater of the Redwood Grove, picnicked in Zellerbach Garden, and explored the plant collections amid scheduled professional performances. Three pianos were dedicated for open play with no scheduled performances, inviting everyone the chance to make music in the Rhododendron Garden, South Africa Garden, and Arthur L. Menzies Garden of California Native Plants.

In partnership with 14 community organizations, from the San Francisco Symphony to SFJAZZ, we offered a wide range of programming designed to engage diverse audiences. More than 90 performances took place during the ten-day event, featuring musicians, poets, dancers, and ensembles from various genres, including classical, jazz, world music, and contemporary styles. Key performance locations included the Great Meadow, Zellerbach Garden, Redwood Grove, and Celebration Garden. On both weekends, Fountain Plaza became a hub of family fun at the Bean Sprouts Tent, where a “pop-up” version of the beloved family program was a hit. Kids and families made nature-themed crafts and played nature-themed games with the support of our Youth Education Team and San Francisco Bay Area Moms.



Performances and Partnerships

Featured performers included world renowned artists like Van-Anh Nguyen and members of the San Francisco Ballet Orchestra, as well as local sensations like Kev Choice, Benjamin Gribble, Tammy Hall, Ensemble SF, Philharmonia Baroque Chamber Players, Sixth Station Trio, Allison Lovejoy, John Brothers Piano Company, and Grammy-nominee Colin Farish, to name a few.

One of the notable performances included a concert performed in our Redwood Grove by composer and music educator Kennedy Verrett titled, *Soundcheck: Gardens of Golden Gate Park*. This original score was commissioned for Flower Piano 2024 by Sunset Piano and honors the practice of conservation, preservation, and innovation for future generations.

The second weekend highlighted our first Flower Piano Fashion Show. Produced in collaboration with fashion house Das Owl City, the City College of San Francisco and the San Francisco State University Fashion Department. Blending the worlds of music, art, and fashion, this event showcased unique, nature-inspired designs that highlighted the beauty of music in the Gardens and celebrated the creativity of local designers. Models walked a garden runway, with live piano music provided by Danny Sullivan of the Gay Men's Choir. A key highlight of the fashion show was its focus on diversity and inclusion, with designers from a range of backgrounds and models of all ages, genders, and body types walking the runway. This fusion of fashion and nature made the Flower Piano Fashion Show one of the most memorable new features of the 2024 event, offering an innovative way to connect the community to both nature and creativity.



Community Impact and Survey Insights

As with previous years, Flower Piano was free for San Francisco residents, participants in the Museums for All program, veterans, and active-duty military personnel. General admission ranged from \$3 to \$18 for all other visitors. We saw a 103% increase in member attendance this year, and an impressive 95% increase in our admissions revenue from the prior year, signifying the draw of Flower Piano from communities outside of San Francisco. According to visitor data and analytics, 2024 visitors came from much greater distances than in prior years, or at other times of the year; 46.2% of our guests traveled more than 21 miles to attend. Flower Piano appeals to a broader income audience, more households with children, and more non-college graduates than typical Gardens audiences over the year.

Flower Piano actively engages community partners and empowers a diversity of arts organizations that promote cultural expression. Flower Piano 2024 continued to build new partnerships with community and arts organizations, as well as welcome back organizations that have supported Flower Piano since its founding. For example, since 2015, our collaboration with San Francisco Conservatory of Music has invited youth musicians for scheduled performances, giving young artists the opportunity to perform outdoors in a place of outstanding beauty.

As in previous years, a visitor survey was conducted to gather feedback. Of 790 respondents, 93% rated their satisfaction with Flower Piano as positive to excellent with over 99% of respondents recommending this event to others. Respondents gave overwhelming positive feedback that expressed their passion for Flower Piano with comments like:

"It is a wonderful event and I will be attending every year for as long as I can. It brings joy to everyone who hears the spontaneous performances and the prepared performances. It's creative and filled with love."

Media Coverage

Flower Piano draws positive media attention, increasing the visibility of the Gardens as a community anchor, and stimulating engagement in arts and nature among a diversity of community members. Here are a few examples.

- ◆ Flower Piano gained the spotlight from [PBS News Hour](#)—public television’s marquee news program that reaches millions of people across the country.
- ◆ Numerous press wraps, such as [Bay Area News Group](#) spanning the East Bay Times, Mercury News, and Marin Independent Journal; [San Francisco Magazine](#); [The Bold Italic](#); [Bay Area Reporter](#); [KALW](#); [Broke Ass Stuart](#).
- ◆ Flower Piano concert series returns to Golden Gate Park, [SF Standard](#).
- ◆ SF Botanical Garden Will Turn Into An Outdoor Concert Hall This Weekend, [Secret San Francisco](#).
- ◆ The Gardens of Golden Gate Park kicks off its 9th annual Flower Piano event, [KCBS](#).
- ◆ At Flower Piano, Serendipity Meets High-Level Art, [San Francisco Classical Voice](#)
- ◆ 12 Pianos Hidden in a Sea of Flowers at the San Francisco Botanical Garden, [World Journal](#).
- ◆ Flower Piano 2024: 12 Hidden Pianos in Golden Gate Park (Sept. 13-22), [FunCheapSF](#).

The Flower Piano Lounge

Continuing in 2024, the Flower Piano Lounge offered an intimate concert experience over two weekends. Offering food and drinks, comfortable lounge seating, and private access to performances, the Lounge generated \$141,762 in earned revenue from 3,800 attendees and hosted a sold-out opening night on September 12, 2024, with more than 700 attendees. In addition to philanthropy, Flower Piano relies on earned revenue to ensure a sustainable event that welcomes everyone.

The opening event featured renowned artists, including tango pianist and composer Alejandro Del Valle and Orquesta La Moderna Tradición. Additional Lounge performances featured Robert Dehlinger’s Alpha Rhythm Kings, Martin Luther McCoy, and local favorites such as Lavay Smith and the Red Hot Skillet Lickers. The San Francisco Ballet presented multiple programs on Friday, September 13, including an interactive Family Dance-Along for all ages and abilities and a performance by San Francisco Ballet Orchestra with a special intermission performance of chair dancing led by San Francisco Ballet School faculty member Cecelia Beam, San Francisco Ballet School pianist Billy Wolfe, and dancers from San Francisco Ballet School’s Dance Class for People with Parkinson’s.

Sponsors and Fundraising

Flower Piano 2024 received generous support from presenting sponsor Maxwell/Hanrahan Foundation, and lead sponsors John and Marcia Goldman Foundation, Elman Legacy Foundation, Ingrid Tauber & Frank Taforo, Outside Lands Works, Fiorella, Pacific Nurseries, True Wind Capital, 5 Ryan Foundation, and Jennifer & Alan Peterson. In all, 29 sponsors contributed a total of \$523,322. While sponsor support has grown substantially thanks to our generous community, our biggest ongoing challenge remains fundraising. Flower Piano — like the Gardens as a whole — relies on contributions to continue operating every year, reaching larger and broader audiences and introducing thousands to the treasures of the Gardens. With your help we can expand our reach and grow our sponsor base to ensure the sustainability of this cherished event. Please encourage your family, friends, colleagues, and employers to consider sponsorship, donations, or membership and other ways to [give](#).

Gardens of Golden Gate Park Flower Piano 2024 Budget Report	
Actual Revenue	
Sponsorship Income	\$523,322
Admissions Revenue	\$222,514
Onsite Donations	\$4,170
Flower Piano Lounge	\$141,762
Grand Total Revenue	\$891,768
Actual Expenses	
Sunset Piano Event Production and Artist Stipends	\$214,153
Admissions Revenue forwarded to Garden Improvement Fund (SF Recreation & Parks)	\$222,514
Gardens of Golden Gate Park Production	\$174,312
Gardens of Golden Gate Park Staff Costs	\$225,000
Flower Piano Lounge	\$66,589
Total Expenses	\$902,568
Total Gain/Loss	(\$10,800)

Looking Ahead

Thanks to your support, the Gardens of Golden Gate Park continue to connect people to both nature and music, enriching the community through the arts. We hope you will join us again for our **10th Anniversary of Flower Piano in 2025** as we continue to celebrate the joy of music in the heart of San Francisco. Please save the dates for next year's event, which will take place from **September 12-21, 2025**. For feedback or further information, contact Brendan Lange, Director of Advancement, at 415-661-1316 x416 or blange@gggp.org.



THANK YOU!