

# 2025

# ANNUAL REPORT



JARDIN BOTANICO  
VALLARTA

Carretera Costera a Barra de Navidad Km 24,  
Cabo Corrientes, 48425 Jalisco, Mexico

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

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Friends of Vallarta Botanical Gardens A.C. (EIN 33-1156194, 1 Glen Drive, Mill Valley, CA 94941) is an independent U.S.-registered 501(c)(3) nonprofit organization that supports designated projects and programs at Vallarta Botanical Gardens in Mexico.

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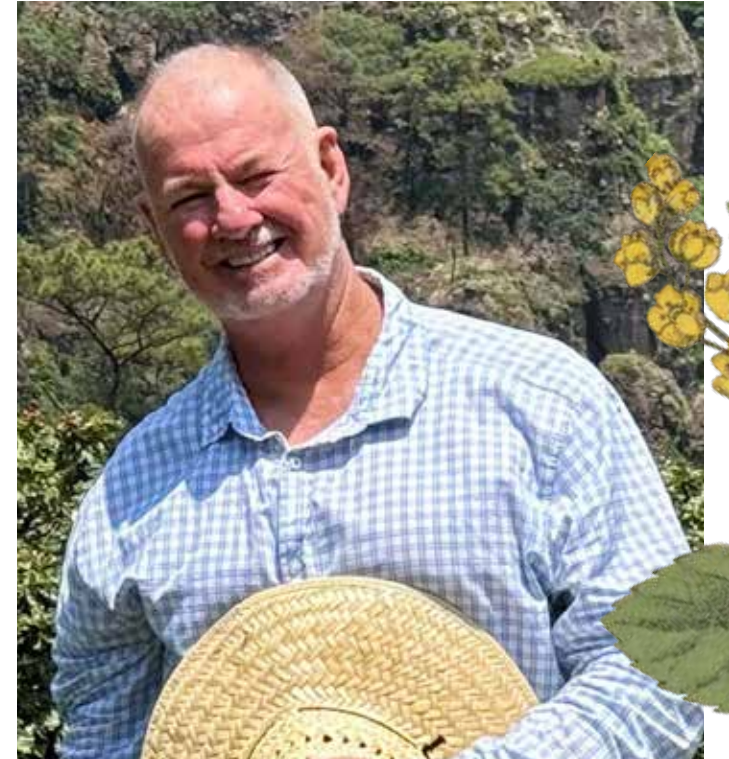
## A MESSAGE FROM BOB

Thank you for celebrating and supporting the Vallarta Botanical Gardens, an authentic Puerto Vallarta treasure! Over the last 20 years, thanks to the efforts of members, donors, and hundreds of thousands of visitors, something truly special has been created here in Mexico that has now become world-famous. Showcasing Mexico's biodiversity, as well as outstanding hospitality, the Vallarta Botanical Gardens have become a beloved local institution.

Did you know that, in 2022, the Vallarta Botanical Gardens were awarded the American Public Gardens Association's coveted *Garden Excellence Award*? No higher honor exists in professional horticulture and public gardens. And in 2025, the Vallarta Botanical Gardens' important collections of native Mexican trees were fully documented and awarded Level II certification by ArbNet, and we are now an internationally registered arboretum.

The Vallarta Botanical Gardens are also a tourism generator for the entire region. Tourism, the lifeblood of Puerto Vallarta, depends on top-notch attractions that foster regional pride and represent the best of authentic Mexican culture and environmental beauty. Most major cities have botanical gardens, which help impart a sense of community and safety. The Vallarta Botanical Gardens enhance our regional tourism offerings by promoting well-being, a connection to the environment, and the betterment of society. We are proud to have brought this sense of well-being to Puerto Vallarta!

But we are much more than just a peaceful place to spend your day - we are also a mission-driven non-profit organization delivering critical environmental and social impact.



As the only conservation organization in the Cabo Corrientes region, we look beyond our gates to protect local habitats. To date, over 120 hectares (almost 300 acres) of land have been donated and conserved thanks to our 'Conservation in Action' program. Some of these properties have received official government designation as Natural Protected Areas, and we are working to secure that status for all of them. Moreover, in 2025, the Franklinia Foundation, a Swiss organization and the world's leader in tree conservation, awarded us a \$150,000 USD grant to establish a native tree nursery in the nearby town of El Tuito to grow endangered species for reforestation, which is now under construction.

We are also proud to be a pillar of the local community, contributing to sustainable development. For example, our donor-supported 'Bondad' program ('Kindness' in Spanish) funds educational projects not only within the Gardens, but throughout the municipality of Cabo Corrientes, where we are located. Thanks to your support, we have provided thousands of dollars in scholarships, as well as funding for school infrastructure projects throughout the region. The Gardens also welcome thousands of students on field trips each year, free of charge.

**Bob Price,**  
Founder and Curator

**A MESSAGE FROM BOB**

**A LIVING MUSEUM,**

**A PILLAR OF THE REGION,**

**A FORCE FOR CONSERVATION,**

**AN UNFORGETTABLE EXPERIENCE.**



Photo showing the original site of the Vallarta Botanical Gardens in 2004!

## TWENTY YEARS OF THE VALLARTA BOTANICAL GARDENS

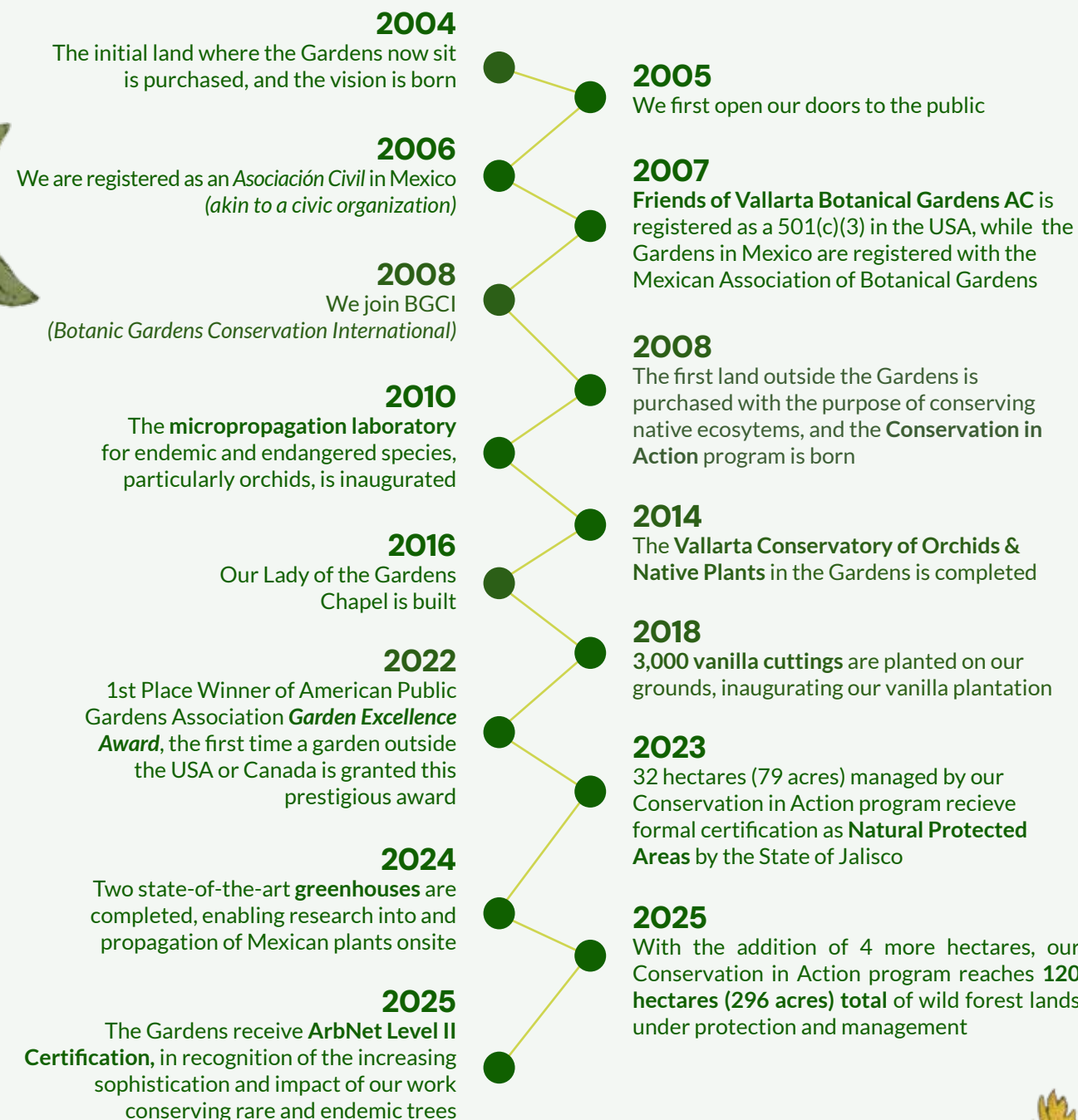
The Vallarta Botanical Gardens officially opened their doors to the public on **November 15<sup>th</sup>, 2005**. The opening was a low-key event attended by Bob Price and his mom Betty, as well as a small team of staff and local construction workers, which included current General Director Jesús Reyes. Little did they know what an incredible journey lay ahead of them!

Fast forward two decades and we are once again celebrating. As our 20<sup>th</sup> anniversary year, we have focused in 2025 on the twin themes of *“Celebrate our Past, Inspire our Future.”*

Celebrating our success to date is exactly what we did on March 1<sup>st</sup> at our 2025 fundraising Gala. Over 160 guests joined us for an evening of recognition, reflection and laughter. There were moving moments among the celebrations, as we remembered important figures in the Gardens’ history who are no longer with us, including Betty Price, Ralph Osborne and George and Mary Ellen Holstein.

Then on November 15<sup>th</sup>, we marked the official **20<sup>th</sup> birthday of the Gardens** with a big cake and the launch of a year-end campaign, *To the Next Two Decades of Memories*. Visitors, members, and the wider community were encouraged to share their own personal memories of the Gardens. Over 40 people sent us their photos and memories for inclusion on a digital Wall of Memories, and it gave us much joy to look back with you. We would finally like to thank the 22 people who generously donated to that campaign, which was also part of our Thanksgiving and Giving Tuesday observances.

## OUR JOURNEY OVER THE YEARS



**OUR MISSION: THE VALLARTA BOTANICAL GARDENS ARE A NON-PROFIT DEDICATED TO THE MISSION OF CONSERVING AND CELEBRATING THE UNIQUE PLANT BIODIVERSITY OF WESTERN MEXICO**

As part of looking back at our first 20 years and forward toward all the decades to come, in 2025 we went through a process of refreshing our mission statement to the above. This new mission encompasses all the work we do.

We achieve our mission by carrying out projects and programs along four different pillars of impact. Our work takes place both within our public gardens and beyond their boundaries, as we are the leading environmental organization in the area of Cabo Corrientes and Puerto Vallarta.



**OUR PILLARS OF IMPACT**

**LIVING PLANT COLLECTIONS**

We are a living museum, showcasing, propagating, and investigating diverse endemic and exotic species, including rare and threatened plants.

**VISITOR EDUCATION & INSPIRATION**

We are an unforgettable experience, engaging and educating visitors about the wonders of plants and importance of protecting nature.

**HABITAT & ECOSYSTEM CONSERVATION**

We are a force for conservation, securing protected lands, advocating for stronger policy, and contributing to global botanical science.

**SUSTAINABLE DEVELOPMENT**

We are a pillar of the region, ensuring eco-friendly economic growth and educating future generations to be stewards of their natural heritage.



A large, multi-tiered glass conservatory with a dark metal frame and a central dome. The conservatory is filled with a variety of tropical plants, including palm trees and broad-leafed species. In the foreground, a paved path leads through a lush garden filled with diverse plants, including a large, gnarled tree branch on the left and a variety of colorful flowers and shrubs on the right. The sky is bright blue with some light clouds.

# LIVING PLANT COLLECTIONS

# A LIVING MUSEUM

We are a living museum, showcasing, propagating, and investigating diverse endemic and exotic species, including rare and threatened plants.

Living plant collections are the heart of any botanical garden. As a living museum, we document and research the plants we cultivate and display, showcasing the fascinating diversity of the plant kingdom and offering visitors an educational and sensory experience in every corner of the botanical garden.

Over the last 20 years, the Vallarta Botanical Gardens have become an important conservation and environmental education center in western Mexico. Ecological restoration has been a priority of our work since day one, as the lands on which we are located were previously used as cow pastures and agave fields.

Conservation and sustainability are also at the heart of our operations, and we use only organic natural fertilizers, compost all organic residues, manage our water usage carefully, and ensure that our gardens offer a vibrant sanctuary for diverse pollinators and birds, both local and migratory.

Research is also one of our core functions. For instance, in many cases, no documented propagation method exists for the rare native plants of western Mexico, so we research how to propagate and maintain them, creating knowledge that can be shared worldwide and support the conservation of these species.



**SPECIES SPOTLIGHT:**  
*Tillandsia jalisco-monticola*  
 You may recognize this plant as it features in the logo of the Vallarta Botanical Gardens, and we cultivate it here throughout the year. Endemic to the state of Jalisco, it is one of the larger Tillandsia species, and its Latin name means "Jalisco mountain dweller".

**OUR LIVING PLANT COLLECTIONS BY THE NUMBERS:**

- Over **1,200** species of plants and hybrids
- More than **1,000** different flowers blooming throughout the year
- 30** species endemic to Jalisco, representing approximately **10%** of the state's endemic species
- At least **60** species listed as "at risk" by Mexican authorities and over **250** species marked as threatened or endangered on the Red List of the International Union for Conservation of Nature (IUCN)

# CERTIFIED AND SCIENTIFIC COLLECTIONS

While Vallarta Botanical Gardens cultivate and display thousands of plants and flowers throughout the year, our formal, scientific collections focus on **Oak, Magnolia, Palm, Agave, Cycad and Orchid species**. Today, we are home to two of the most important native tree plantations in Mexico: our Oak and our Magnolia collections.

Excitingly, in 2025 we received **ArbNet Level II** accreditation in recognition of our work. The ArbNet "Arboretum Accreditation Program" is the only international program of accreditation specific to arboreta. It maintains a widely recognized set of industry standards for the purpose of unifying the arboretum community, and our advance from Level I to Level II reflects the growing sophistication and importance of our work conserving trees.

The Vallarta Botanical Gardens' Mexican Magnolias Collection is nine years old and consists of about **130 specimens of ten species** and is recognized as a Nationally Accredited Collection by the American Public Gardens Association (APGA), while our Mexican Oak Collection is more than 18 years old and consists of **more than 100 specimens** of at least 12 native species and 26 species in total. In fact, Mexico is the country in the world with the greatest number of different oak species. **Over 160 species of oak trees are found here, and 109 are recognized as endemic.** By comparison, the USA has 90 oak species.



**SPECIES SPOTLIGHT:**  
*Magnolia vallartensis*  
 A unique species discovered just over 10 years ago in the mountains around Vallarta and named after the city. Its large white flowers symbolize the region's natural richness, and the Vallarta Botanical Gardens work to conserve it for future generations.

We also maintain a collection of 22 agave and 30 palm species. The latter is the collection that grew the most in 2025, thanks to an agreement with the Culiacán Botanical Garden. In August of 2025, we received a selection of 8 species from their National Palm Collection, making us an extension of this important “ark” of Mexican palms.

Finally, one of our most important collections is orchids, and today we cultivate more than 100 orchid species and hybrids from nearly 70 genera. Three-quarters are native to Mexico, and the rest are exotic and hybrids of ornamental interest. Over 200 different types of orchids have been grown at Vallarta Botanical Gardens during our 20 years of operation.



## PROPAGATION LAB AND GREENHOUSES

All the way back in 2010, with just a shoestring budget, the Gardens started an experimental micropropagation laboratory with the purpose of reproducing native and ornamental species, mainly orchids, for their *ex situ* conservation (meaning plants housed here within the Gardens’ public grounds).

Eight years later, in 2018, we were able to upgrade our facilities into a more modern laboratory and acquire specialized equipment for in vitro orchid culture. Currently, 64 different species of orchids are cultivated in our lab, allowing us to both commercialize ornamental orchids and supply native orchids to conservation projects in western Mexico.

This labor of love means that today we are the leader in the propagation and cultivation of native Mexican orchids, and in 2023 we won the Leon Levy grant from Botanic Gardens Conservation International (BGCI) to support “in vitro propagation of four *Encyclia* species native to western Mexico” (*E. adenocaula*, *E. cordigera*, *E. huertae*, and *E. trachycarpa*).



### SPECIES SPOTLIGHT:

**Broad-billed Hummingbird**  
(*Cyananthus latirostris*)

Small yet vibrant, the Broad-billed Hummingbird is one of the species you can observe in the Gardens, flashing iridescent tones as it moves among the flowers. The diverse plants in our living collections support hundreds of different pollinators such as this.



**STAFF SPOTLIGHT:**

**Evelyn Cuevas,**  
Head of the Propagation Department

"I work in plant propagation at the Vallarta Botanical Gardens, caring for orchids and other native species from this highly diverse region. Every plant that grows here is the result of patient, collective work, deeply committed to life. For me, this garden has been a refuge and a source of hope: a place where threatened species are protected and where knowledge is transformed into daily care. Here, I have learned that conservation means giving time and respect to every living process, showing that when we work together, it is possible to protect biodiversity and reconnect with nature."

In 2024, with donor support, we were able to add a Laminar Flow Hood (LFH) to the lab – equipment that has allowed us to optimize the in vitro processes of sowing, dispersal, and transplantation under sterile conditions. Most recently, in 2025, two new cultivation shelves were installed, increasing the laboratory's capacity to **more than 4,500 jars** and we're already operating at 60% of this new capacity. As of the end of the year, we are maintaining 23 species of Mexican orchids and 34 hybrids of the *Cattleya* group (*Laeliocattleyas* and *Rhyncholaeliocattleyas*) in the lab, as well as 7 more exotic species.

Finally, in 2024, we were able to construct two onsite greenhouses, where we now propagate Mexican native plants for use not only in our garden displays and for sale in our nursery, but also for exchange with other institutions and repopulation into the wild. By the end of 2025, we had **250 different species growing in our greenhouses.**

Over the course of 2025, we worked to optimize germination and dispersal of our orchids, with a special focus on the development of species from the genus *Laelia*. **Twenty batches of orchids were successfully cultivated in 2025** from the lab into the greenhouse, including endangered species of the genus *Encyclia*, as well as the threatened species of *Laelia superbiens*, *Stanhopea oculate*, and *Lophiaris straminea*.

Thanks to both our laboratory and our greenhouses, we are able to acquire, through field exploration or exchange with other gardens, plants that are not often available in the horticultural trade. Cultivating such specimens allows us to expand populations of rare and endangered plants.



**KEY**

**PARTNERSHIPS**

The Vallarta Botanical Gardens maintain affiliations and collaborations with various national and international organizational networks that support and enhance our conservation, research, and environmental education activities.

We participate in meta-collections, including Magnolias (GCCM-BGCI), Oaks (GCCO-BGCI) and Palms (National Collection-AMJB), and exchange plant materials with universities across Mexico, namely UNAM in Mexico City and the University of Guadalajara. Alliances like these allow us to position ourselves within a framework of global cooperation, ensuring that our projects have greater reach and impact, while contributing to the fulfillment of common conservation goals. The national and international affiliations, networks, and membership organizations in which we were an active participant in 2025 include:

- MEXICAN ASSOCIATION OF BOTANICAL GARDENS (Asociación Mexicana de Jardines Botánicos, AMJB)
- MEXICAN BOTANICAL SOCIETY (Sociedad Botánica de México)
- NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO (UNAM)
- PV HERBARIUM OF THE UNIVERSITY CENTER OF THE COAST, PART OF THE UNIVERSITY OF GUADALAJARA (Herbario PV del Centro Universitario de la Costa, Universidad de Guadalajara)
- BOTANIC GARDENS CONSERVATION INTERNATIONAL (BGCI)
- CARIBBEAN AND CENTRAL AMERICAN BOTANIC GARDENS NETWORK (CCABGN- BGCI)
- GLOBAL CONSERVATION CONSORTIUM MAGNOLIA (GCCM-BGCI)
- GLOBAL CONSERVATION CONSORTIUM OAK (GCCO-BGCI)
- AMERICAN PUBLIC GARDENS ASSOCIATION (APGA)
- LATIN AMERICAN BOTANICAL ASSOCIATION (Asociación Latinoamericana de Botánica – VBG currently serves as Vice President)
- ARBNET (Level II)
- INTERNATIONAL OAK SOCIETY
- BARTLETT TREE RESEARCH LABORATORIES AND ARBORETUM
- INTERNATIONAL PEACE GARDEN FOUNDATION



**SPECIES SPOTLIGHT:**

**Sierra El Tuito Oak**  
(*Quercus tuitensis*)

This rare Mesoamerican oak is one of the world's most endangered species and was once found only in the Sierra El Tuito in Cabo Corrientes, Jalisco. The Vallarta Botanical Gardens collaborate with international partners to cultivate seedlings, study its propagation, and support restoration efforts for populations affected by fire.



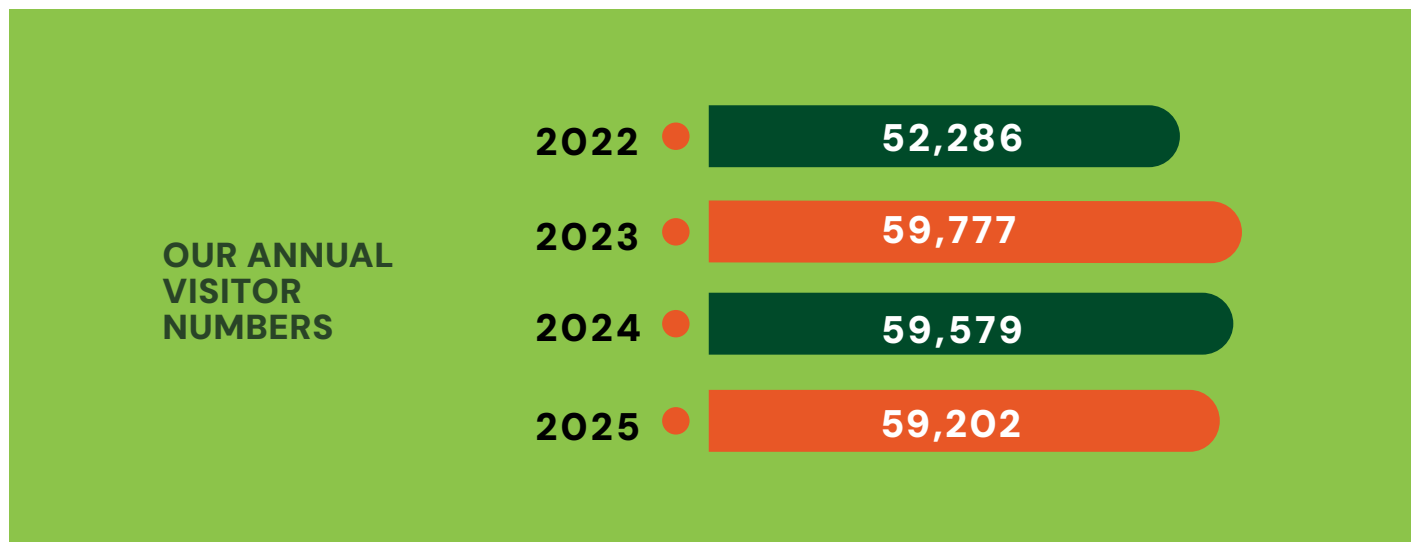


# VISITOR EDUCATION & INSPIRATION

# AN UNFORGETTABLE EXPERIENCE

We are an unforgettable experience, engaging and educating visitors about the wonders of plants and importance of protecting nature.

As one of the most popular activities in the Puerto Vallarta region, with over 3,600 Google reviews and a 4.8 star rating, the Vallarta Botanical Gardens welcome tens of thousands of guests every year. We hope the beauty of the Gardens inspires a renewed appreciation for the wonder of nature and value of biodiversity in our visitors, and that every visitor feels empowered to become advocates for conservation and sustainability in their own lives, wherever they call home.



In 2025, we held eight educational events for the public here in the Gardens:

- Chocolate, Coffee and Vanilla Festival, January
- Vallarta Bird and Nature Festival, February
- Flower Festival, March
- Palm Sunday, March
- Earth Day, April
- World Migratory Bird Day, May
- Mexican Tree Day, July
- Butterfly Weekend, October



# YOUNG NATURALISTS

Vibrant and resilient natural ecosystems depend on the stewardship of their local communities, and today's children are tomorrow's conservation leaders.

Through our Young Naturalists program, we receive thousands of local students annually on field trips **free-of-charge**, giving them the opportunity to interact with our botanists, gardeners, and biologists on staff. We hope to seed a love of nature in the next generation that will flourish just like our flowers.

In 2025, we held 39 of these school visits, **benefiting 1,224 participants**: 1,080 elementary and secondary school students and 144 of their adult guardians and teachers.

Each visit included a guided tour of the Botanical Gardens, during which students explored trails, identified native species, observed birds and pollinators, and photographed local biodiversity. We also gave their teachers new concepts and resources they could replicate in the classroom.

During the visits, we specifically highlighted the concept of **citizen science**, to encourage the participation of new generations in global research networks, and we spoke about how kids and adults alike could serve as agents of change, promoting conservation in their own communities.

These visits, which include lunch, are provided at no charge to the schools. We rely 100% on donations to fund this program, and hope we can count on your support to continue the program through 2026.

Over 1,220 beneficiaries

- 🌱 1,080 school children
- 🌱 144 teachers & adult guardians
- 🌱 39 free school visits in total



### SPECIES SPOTLIGHT:

**The Jade Vine**  
(*Strongylodon macrobotrys*)

One of the Gardens' most striking plants, this climber amazes visitors with its bright turquoise, claw-shaped flowers, which bloom naturally from May to July. Native to the Philippines, it belongs to the pea family (*Fabaceae*).



## UNIVERSITY 'PRACTICANTES': TRAINING THE NEXT GENERATION OF LEADERS

The Vallarta Botanical Gardens are one of the leading private organizations devoted to botany, conservation, and science in Mexico. We have partnerships with **7 universities** to bring undergraduate and graduate students here to the Gardens as "practicantes" (interns) to work with and learn from our staff as part of their studies, at no cost to the students. These "prácticas profesionales" (internships) provide hands-on experience to prepare students for their careers after graduation, and inspire them to pursue work in botany, conservation, and science.

We currently have agreements to host student *practicantes* from the following universities:

- Universidad de Guadalajara (UdeG)
- Centro Universitario UTEG, Guadalajara
- Instituto Tecnológico de Bahía de Banderas (TecNM campus Bahía de Banderas, Nayarit)
- Universidad Autónoma Metropolitana, Unidad Xochimilco (UAM-X), Mexico City
- Centro de Estudios Universitarios Arkos, Puerto Vallarta
- Tecnológico Superior de Jalisco (Red TecMM), Zapopan
- Universidad de Especialidades (UNE), Puerto Vallarta



### STAFF SPOTLIGHT:

Michelle Rangel, university intern in 2025

"My experience in the micropropagation lab at the Vallarta Botanical Gardens was incredibly rewarding, giving me invaluable hands-on experience with important conservation and propagation techniques. I also learned how to identify native and endemic plant species of Mexico through in vitro cultures, working specifically with *Epidendrum cristatum* and *Laelia anceps*. This experience ignited a deep passion in me for orchids and opened my eyes to the extraordinary diversity and beauty of these remarkable plants."

### SPECIES SPOTLIGHT:

Miguel Cházaro's Agave  
(*Agave chazaroi*)

*Agave chazaroi* is a Jalisco-endemic species, that forms solitary rosettes up to 1.5 meters (5ft) wide and produces flower stalks up to 2.5 meters (8ft) tall in its natural rocky habitat. It was named in honor of Veracruz botanist Dr. Miguel Cházaro (1949–2023), a renowned researcher who authored 14 books and described at least 20 new Mexican plant species. You can find this species in our Cactus House.

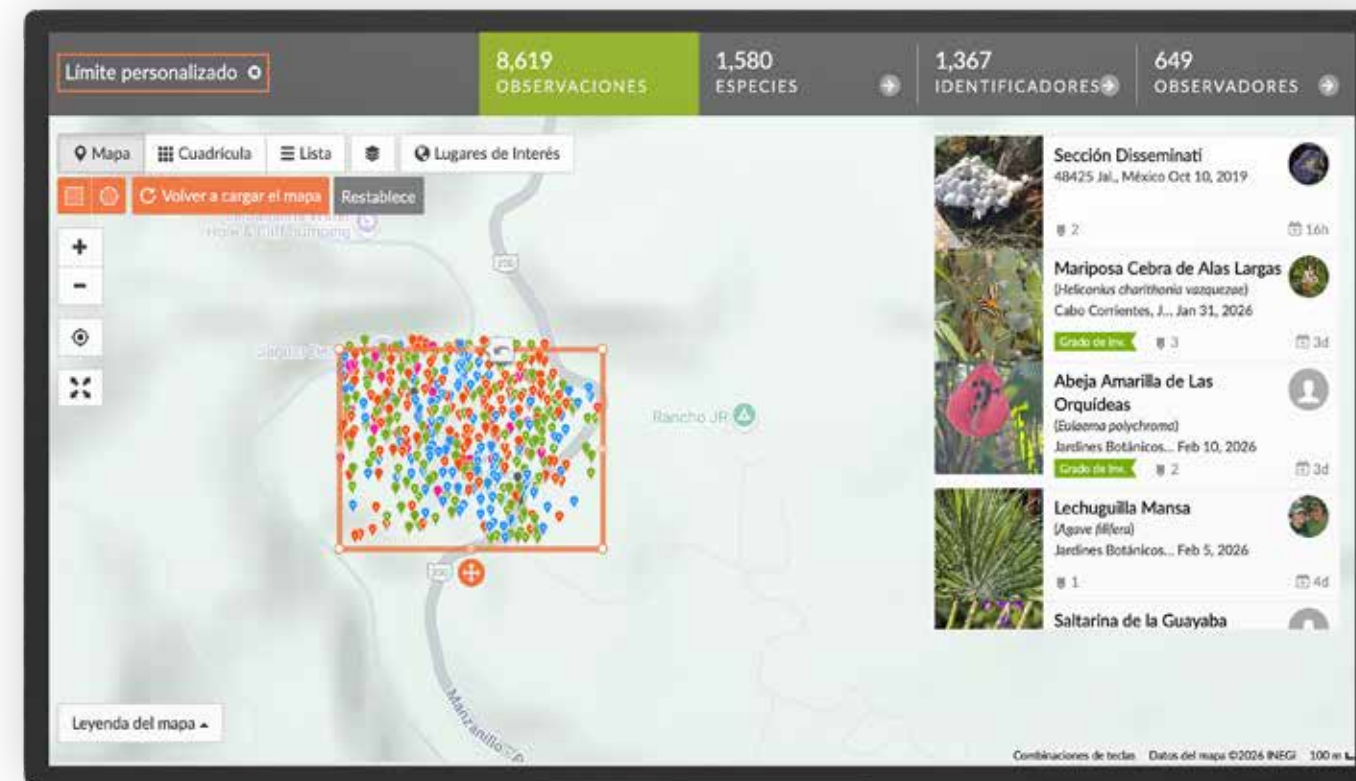


## CITIZEN SCIENCE: IGNITING OUR CONNECTION TO NATURE

Citizen science is the practice of public participation and collaboration in scientific research to increase scientific knowledge. Through citizen science, people share and contribute to data monitoring and collection programs.

Formal research relies on citizen scientists to gather data, report sightings and analyze information much more quickly than would otherwise be possible. Simply by contributing your wildlife observations to citizen science projects, you're helping the experts better understand local ecosystems and changing wildlife populations.

Our own citizen science project, "Biodiversity of the Vallarta Botanical Gardens," is part of the iNaturalist platform. So far, citizen scientists have made **8,490 observations** in the Gardens, documenting **1,594 different species** of plants and animals. This work represents a collaboration between 621 observers who uploaded photos, and another 1,329 identifiers who were able to confirm the species labeled. **Discover this project for yourself at:** [www.inaturalist.org/projects/biodiversidad-del-jardin-botanico-de-vallarta-biodiversity-of-the-vallarta-botanical-garden](http://www.inaturalist.org/projects/biodiversidad-del-jardin-botanico-de-vallarta-biodiversity-of-the-vallarta-botanical-garden)



This map on the iNaturalist platform shows all the species observed at the Gardens since 2013...over 1,500 species!

A man and a woman are in a lush forest. The man is holding a camera on a tripod and looking through the viewfinder. The woman is standing next to him, looking at the camera. They are both wearing blue jeans and black shirts. The forest is filled with green plants and trees. The text "HABITAT & ECOSYSTEM CONSERVATION" is overlaid on the image in large white letters.

# HABITAT & ECOSYSTEM CONSERVATION



# A FORCE FOR CONSERVATION

We are a force for conservation, securing protected lands, advocating for stronger policy, and contributing to global botanical science.

The Vallarta Botanical Gardens sit on **8 hectares (20 acres)** of curated land, open to the public. This is our living museum. As one of the only organizations in the region devoted to environmental conservation, however, we recognize that we cannot fulfil our mission of conserving and celebrating the unique plant biodiversity of western Mexico without looking beyond our front gates.

We are located in the **Los Horcones river basin**, covering 250 km<sup>2</sup> (96.5 square miles) and one of the last untouched wilderness areas in Mexico. Running from the mountains of the Sierra El Cuale (over 2,300m / 7,546 ft in altitude) to its mouth in the Pacific Ocean at Boca de Tomatlán, for most of its course the river flows through vast stretches of intact forest (from pine-oak forest at higher altitudes transitioning to tropical dry forest at lower elevations), along a canyon with steep granite walls.

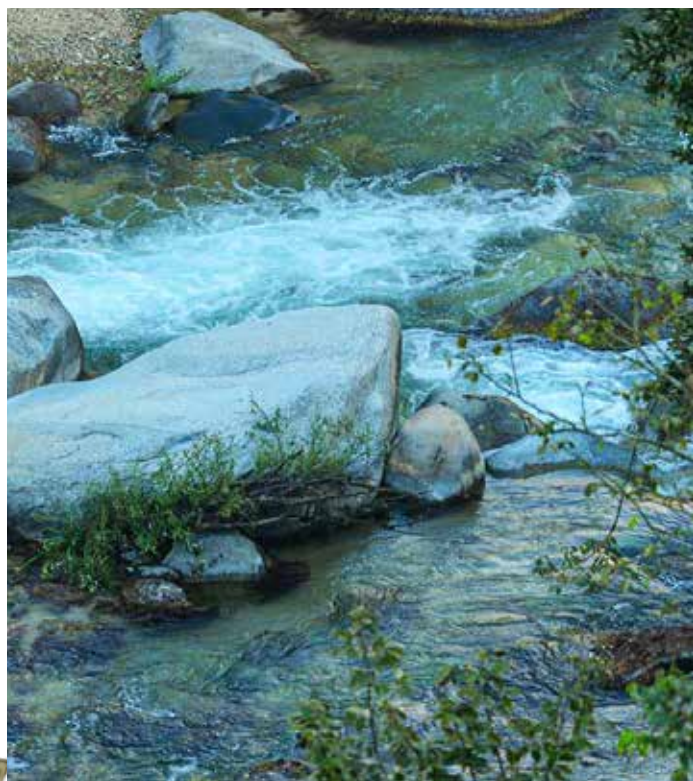
The region intersects two officially listed **Key Biodiversity Areas** (as per the World Database) as well as the Mexican Priority Terrestrial Region No. 63 of the Western Coast-Sierra bioregion and the newly designated Sierra Cuale Hydrological Protected Area of Jalisco. Our local ecosystems are home to 100s of species of native and migratory birds, various native felines, including a population of wild jaguars, and thousands of endemic plant species, many rare or threatened.

In 2010, to support our conservation goals, the Gardens were registered as a **'Wildlife Conservation Management Unit' (UMA)** with the Mexican Ministry of Environment and Natural Resources.

**OUR HABITAT & ECOSYSTEM**

**CONSERVATION WORK BY THE NUMBERS:**

- 120 hectares** (296 acres) currently under the protection of the Vallarta Botanical Gardens
- 32 hectares** (79 acres) certified legally for conservation by the state of Jalisco
- 100+** native species entered into the PV Herbarium
- 6 hectares** (15 acres) brought under protection in 2025



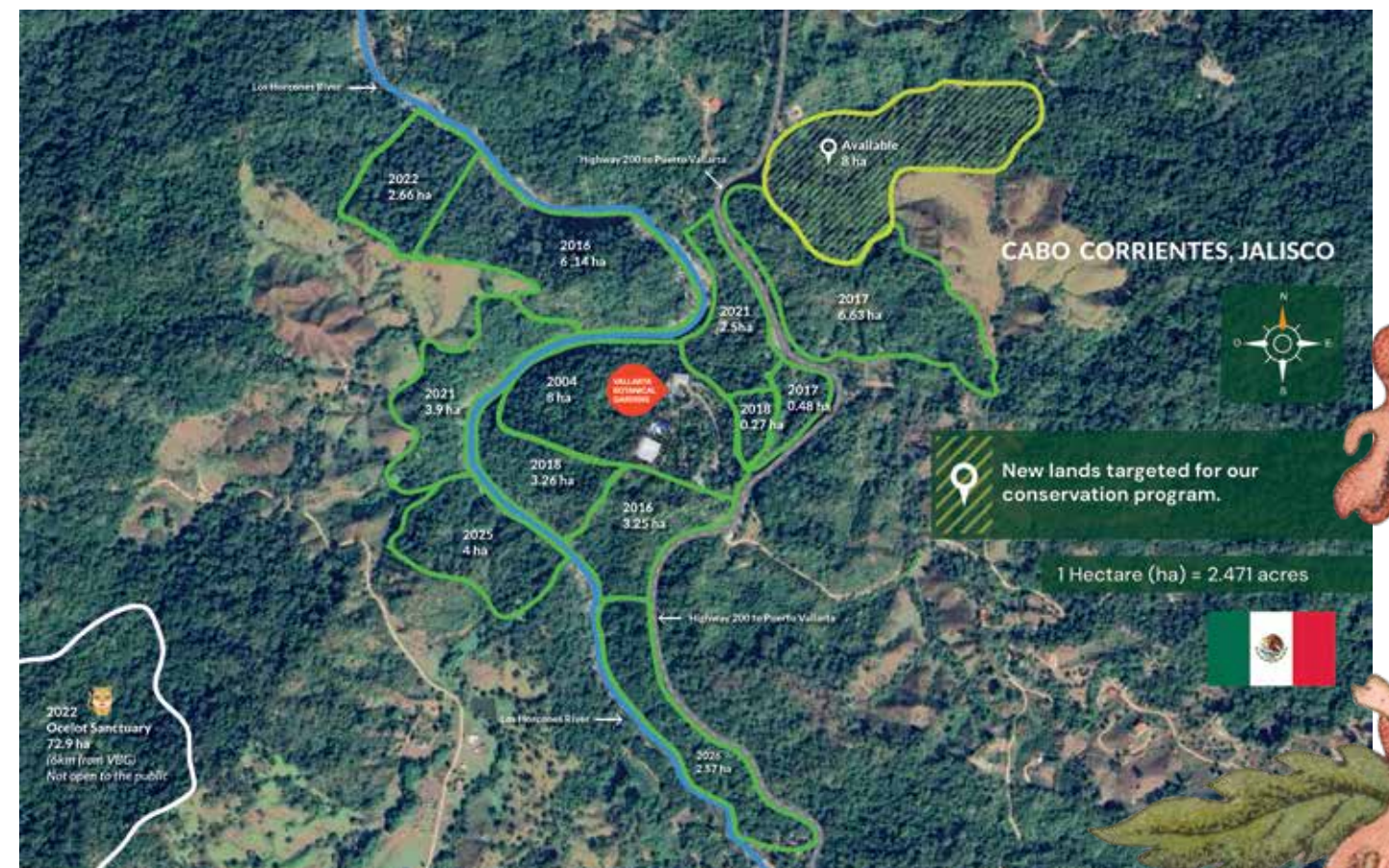
# CONSERVATION IN ACTION

Unfortunately, exploding tourism to our region, climate change, and general economic pressures are coming together to put local ecosystems at risk. Wildfires, uncontrolled deforestation and construction, and illegal extraction and poaching of endangered flora and fauna, especially orchids and parrots, have all increased in recent years, and the unique biodiversity of the region could be significantly impacted without intervention.

Since 2008, our marquee program, **"Conservation in Action,"** has worked to conserve the natural habitats of **thousands of endemic species**, many of them rare and endangered, by purchasing areas of still undeveloped land and working to certify them legally as protected areas.

Today, we protect a full **120 hectares (296 acres)** of forest land in the river basin, of which 32 have been certified as **Natural Protected Areas** by the Government of the State of Jalisco (Certificate AEDVC-002-2023). We are working now to secure legal status for the remaining hectares.

Illustrating the biodiversity found within, these hectares traverse four different vegetation types: gallery (riparian) forest, rheophytic vegetation, pine-oak forest, and low, semi-deciduous tropical forest (*selva baja subcaducifolia*).



Map showing all the areas of land brought under the protection of the Vallarta Botanical Gardens since 2008.

**Conservation in Action** serves as a conservation land trust and is the only land conservation program in the region. Our plans for this land are to leave it just as nature intended, which requires investing in thorough monitoring to prevent illegal incursion, poaching, and deforestation. We will also undertake full surveys of biodiversity to understand the health of different species' populations, as well as an accounting of the general ecosystem services provided by the forests, such as climate change mitigation.

**This program is only made possible through philanthropic donations.** Would you like to put your mark on the future? Your gifts allow us to undertake all the monitoring and preservation work, as well as to purchase new parcels of land to add to the program. Check our website, [www.vbgardens.org](http://www.vbgardens.org), for more information and to get involved today.



Ocelot (*Leopardus pardalis*)



Jaguar (*Panthera onca*)



**SUPPORTER SPOTLIGHT:**

**The Schukraft Family**

In 2025, the Conservation in Action program was able to acquire 6 new hectares (15 acres) of land, located just north of the Gardens on the other side of the river, thanks to a generous donation from Barbara and Dick Schukraft, longtime members of the Gardens, and their son Tristan, owner of The Tryst Puerto Vallarta, the world's first luxury gay hotel.

"I believe luxury and sustainability go hand-in-hand," said Tristan. "It's essential that we protect the natural beauty and ecological richness of Puerto Vallarta for future generations. Partnering with the Vallarta Botanical Gardens is part of our commitment to preserving the stunning landscapes that make this region so extraordinary."



White-tailed Deer (*Odocoileus virginianus*)

# RESEARCH AND CONTRIBUTIONS TO SCIENCE

Much-needed research into the ecosystems of Cabo Corrientes and the Los Horcones river basin remains to be done. As the only organization dedicated to environmental conservation in the region, the Vallarta Botanical Gardens are the most important scientific station for global research in the area.

Many of our staff are natives of Cabo Corrientes and boast unparalleled familiarity with the remote terrain. Throughout the year, therefore, we convene and guide botanists, biologists, and other leading researchers from around the world in doing fieldwork in the region.

We ourselves also carry out extensive fieldwork and maintain relationships and formal partnerships with universities, arboreta, government institutions, and private and non-profit researchers. All of our work is aligned with the **Global Strategy for Plant Conservation (GSPC)**, and we have been working to reach GSPC targets for western Mexico.



**SPECIES SPOTLIGHT:**

*Polystemma horconesense*

In 2024, our work resulted in the identification of species previously unknown to science, like *Polystemma horconesense*, a climbing vine first discovered in the Vallarta Botanical Gardens and named after the Los Horcones river. Now registered and recognized by science as a new species, more than 300 of these rare plants are today growing in our greenhouses.

Discover more about this new species here: [www.vbgardens.org/new-specie-polystemma-horconesense-found-at-vbg-2026/](http://www.vbgardens.org/new-specie-polystemma-horconesense-found-at-vbg-2026/)

# BIODIVERSITY MONITORING AND NATIVE SPECIES REINTRODUCTION

To date, we have focused on exploring and documenting the threatened flora of the river basin, to understand what diversity of species currently lives here. We have undertaken that work over the last few years with the support of organizations such as the Franklinia Foundation, ArbNet, BGCI, CCABGN, and in collaboration with national universities, herbaria and other botanical gardens.

We also work with other botanical gardens and herbaria to document endemic plants and register them formally with global science. To date, the Vallarta Botanical Gardens have submitted more than **100 native species** to the herbarium of Puerto Vallarta, run by the Centro Universitario de la Costa, part of the University of Guadalajara. Some of these had never before been documented or digitized in any online collection of the global herbarium network, such as the *Magnolia vallartensis*. Another species we documented, a unique plant from the sunflower family called *Mexianthus mexicanus*, had not been collected in this area for over a hundred years.



### SUPPORTER SPOTLIGHT:

#### Grant Funding

In 2025, the Vallarta Botanical Gardens were engaged in multiple grant-funded research projects, some of which we wrapped up this year, while others were just getting started. We are grateful to the Franklinia Foundation, International Oak Society, and Stanley Smith Foundation for their 2025 support of our science and conservation efforts.



In 2025, we kicked off the development of the **first ever scientific propagation protocols** for native species from the Los Horcones River basin in our laboratory and greenhouses. We conducted this work in partnership with the nearby towns of El Tuito in Cabo Corrientes, and El Cuale in Talpa de Allende, where we built community nurseries for rare endemic plants and trained residents how to cultivate, care for, and replant such species.

The goal of this work is to produce healthy specimens for **reforestation and habitat restoration projects**. Our efforts in the conservation and propagation of priority native species such as *Magnolia vallartensis*, *Pinus vallartensis*, *Quercus cualensis*, and *Quercus tuitensis* have been recognized by international organizations such as ArbNet, BGCI, the International Oak Society, and the Franklinia Foundation.

The **Floristic List of the Vallarta Botanical Gardens** is currently in the process of publication, with that of the Los Horcones River basin soon to follow. Among the research we would like to carry out in coming years is monitoring changes in plant and animal populations in response to **climate change or other disturbances**, the results of which would serve as a basis for decisions on land management and other conservation initiatives.

Past successes include conducting the first ever inventory of orchids in the Los Horcones River basin in 2008, together with researchers from the University of Guadalajara. **Fifty different native species** were documented as living in the area at that time, and we hope that through our efforts such diversity will remain for generations to come.

We have also worked to increase wild populations of the critically endangered **Green Macaw (*Ara militaris*)**, installing more than **15 artificial nests** in our conservation areas. This effort saw the first macaw born at the Vallarta Botanical Gardens fly away in 2019, and we continue this work today.



### SPECIES SPOTLIGHT:

#### *Pinus vallartensis*

A unique species found in the mountains surrounding Vallarta, distinguished by having some of the smallest cones among pine species, not exceeding 4 cm (1.5 inches) in length. Species like this are a clear example of the region's extraordinary natural richness. At Vallarta Botanical Gardens, we actively work to conserve this species and its habitat.

# POLICY ADVOCACY AND WATER CONSERVATION

The Los Horcones River beautifies the landscape surrounding the Gardens and is a highlight for many visitors, whether they cool off with a swim or just enjoy the view from our restaurant; it also makes possible the unique biodiversity of plants and animals found within its basin.

In 2019, the river's very existence was threatened by an illegal, unauthorized hydroelectric project which would have expropriated its water and destroyed the habitats it supports. Fortunately, thanks to social pressure and community mobilization, supported by environmental researchers and organizations such as the Vallarta Botanical Gardens, the initiative was shut down by the authorities, but unfortunately the threat of it restarting remains. Since then, the Vallarta Botanical Gardens have collaborated on technical studies seeking federal designation of the river basin as an official Protected Natural Area, to better prevent illegal development, pollution, clandestine logging, and arson.

In 2025, we participated in the State Council on Protected Natural Areas and Other Conservation Instruments of Jalisco, which is assessing our proposal to create the **'Los Horcones River Basin Protected Natural Area.'**

Today, the Vallarta Botanical Gardens are also a part of the Technical Committee of the Participatory Ecological Management Program of the municipality of Puerto Vallarta and Cabo Corrientes, where priority areas for preservation and conservation in the Los Horcones River Basin are established. We have supported the inclusion of municipal **Participatory Ecological Zoning** in public policy development processes, as well as measures for zoning enforcement, funding and monitoring.

Finally, since 2020, we have co-hosted a locally-organized annual music festival that has served to educate, raise funds, and defend the watershed. The **Music Festival by the Los Horcones River** works to raise awareness of threats to the river, promote environmental education, and raise funds for legal defense against any future projects that might threaten the integrity of the river. The 2025 festival was held on March 22, in the town of Boca de Tomatlán, and we played a sponsoring role.



The Los Horcones river basin is one of the last untouched wilderness areas in Mexico.

A group of approximately 15 children and adults are gathered in a cobblestone village square. They are wearing various colorful, handmade paper masks, including designs of a tiger, a frog, a rabbit, a bird, a deer, and an owl. One man in a blue and black patterned shirt is kneeling in the foreground on the right, smiling at the camera. The background shows traditional brick buildings and a lush, hilly landscape under a clear sky. The text "SUSTAINABLE DEVELOPMENT" is overlaid in large white letters across the center of the image.

# SUSTAINABLE DEVELOPMENT

## A PILLAR OF THE REGION

We are a pillar of the region, ensuring eco-friendly economic growth and educating future generations to be stewards of their natural heritage.

Located just south of the city of Puerto Vallarta, the municipality of Cabo Corrientes covers a 2,000km<sup>2</sup> (1,240 square mile) mountainous peninsula jutting out into the Pacific Ocean. With only approximately 11,000 inhabitants across small towns and villages, much of the land today is **undeveloped and even unexplored by science**, and standing forests provide diverse habitats for thousands of species of plants and animals, many of them unique to the region.

Visitors want to enjoy the spectacular verdant landscapes and pristine beaches of Cabo Corrientes, while residents deserve economic growth and stability. The Vallarta Botanical Gardens have therefore been working for the last two decades to engage local communities and serve as a model for **sustainable tourism**.

Throughout the year, we host our own workshops and participate in community events, educating and equipping residents with knowledge and skills. These programs focus on identifying rare endemic species, understanding the importance of protecting local natural resources, and learning practical steps to engage in sustainable tourism. In 2025, we held 13 such events, reaching more than **1,000 members of our community** in 8 different towns and villages, across the municipalities of Banderas Bay, Puerto Vallarta and Cabo Corrientes.

In 2026, we hope to expand our programing and further demonstrate the economic value of healthy ecosystems, whether from eco-tourism, or valuable forest crops like vanilla.



**SPECIES SPOTLIGHT:**  
**Guardian of the Macaws Bromeliad**  
*(Aechmea novoae)*  
 A bromeliad endemic to the Cabo Corrientes region, this species is named in honor of Jorge Heriberto Novoa Ramos. Jorge and his family have dedicated themselves to protecting the region's macaws at *El Santuario de las Guacamayas* (the Macaw Sanctuary). Its rosette-shaped leaves create a water reservoir; much like Jorge himself, this bromeliad creates a sanctuary for other species.

### OUR 2025 SUSTAINABLE DEVELOPMENT IMPACT IN NUMBERS:

- 13** external community events hosted or attended by Vallarta Botanical Gardens
- 8** towns and villages benefited, from San Francisco, Nayarit, to El Tuito, Jalisco
- More than **1,000** people reached!

## ACTOS DE BONDAD (KINDNESS)

The Vallarta Botanical Gardens are committed to driving sustainable economic development across the rural communities of Cabo Corrientes. Here, local public schools languish without outside funding, as they receive almost no government assistance or resources for even basic needs.

Launched with a special donation from **Mr. David McCann of Vancouver, Canada**, our *Actos de Bondad* (Acts of Kindness) program provides critical funding for local public schools.

Since 2022, Bondad has built a new school cafeteria serving **300 students daily** in the town of El Tuito, constructed indoor bathrooms for the remote schoolhouse in the village of Corrales, gifted dozens of scholarships (*becas*) to local kids to pay school fees, purchased school supplies and laptops for teachers, and replaced school roofs destroyed by 2023's Hurricane Lidia.

In 2025, the Bondad program made a meaningful difference in classrooms across the underserved communities of El Tuito, Las Guásimas, Bioto, Mayto, Villa del Mar, Aquiles Serdán, and Las Juntas y los Veranos. By donating 30 computers, 50 monitors, 30 office chairs, and essential accessories, we helped equip schools with the tools they need to thrive. **450 students** now benefit from better-resourced classrooms, while teachers have greater support to deliver engaging, effective lessons.

In the coastal village of Quimixto, our efforts focused on creating **brighter, more inspiring learning environments** for younger students. A September donation brought much-needed classroom supplies to the local primary school, followed in December by sports equipment, laptops, and additional materials for the kindergarten. Together, these contributions reached a further 60 children, helping to nurture curiosity, creativity, and opportunity in this close-knit community.



**SUPPORTER SPOTLIGHT:**  
**David McCann**, founding donor of our *Actos de Bondad* program  
*"We will pass this way but once, and the measure of our lives will be in the laughter, joy and love we leave behind. My partner's grandmother passed in her 111th year - the most important lessons she taught me were: "When do we have enough, and how can we make a difference in this world with what we have and with the excess." I honour her memory with the kindness I practice."*

## SUPPORTING SMALL AND LOCAL VENDORS, CELEBRATING LOCAL CULTURE

Whether it be the ingredients in our restaurant, the artisan handicrafts for sale in our gift shop, or the painted tiles and carved stones decorating the Gardens itself, we are committed to working with **small Mexican farmers and entrepreneurs** wherever possible. We also showcase Mexican culture to our visitors across the year, through the cuisine in our restaurant, the art in the gardens, folkloric dancing, or our calendar of events.

For example, in our gift shop, we source from **12 creators local to Puerto Vallarta**, offering everything from coffee and chocolate to ceramics, scented candles, and artwork; we feature many more independent artisans from across all of Mexico.



Throughout the Gardens, visitors will spot sculptures featuring indigenous Mexican images and iconography. They may look like poured concrete, but in fact all of these works were hand-carved specifically for the Vallarta Botanical Gardens by **Alejandro Mondragón**, an artisan of cantera from the town of Escolásticas in the Mexican state of Querétaro, located about 750 km (466 miles) east of the Vallarta Botanical Gardens.

Cantera stone is a volcanic rock mined locally in Querétaro and known for its porous, easily carved nature and distinctive natural colors.

As is the case with many Mexican handicrafts and artisan skills, almost the entire town of Escolásticas, and indeed across the surrounding municipality of Pedro Escobedo, specializes in this type of traditional stone carving.

The tradition began there in 1954, when a master stonemason was brought from Guanajuato to teach carving near an abundance of quarries. The residents of Pedro Escobedo quickly perfected their art and have kept it up for generations, today achieving international acclaim.

### STAFF SPOTLIGHT:

#### Robertito y *El Son de los Machetes* (the Machete Dance)

Robertito is from Veracruz, a state on Mexico's east coast, and has worked at the Gardens for over 2 years. He is most famous for slicing coconuts in half while blindfolded, and for his Mexican folk dancing. One of his most eye-catching dances is the Machete Dance, which originates from the state of Jalisco, and involves him wielding two sharp machetes while simultaneously spinning round. The dance represents the agricultural roots of the region, when machetes were used to harvest sugarcane.

## DISASTER RESPONSE, RECOVERY, AND PREPAREDNESS

The Vallarta Botanical Gardens serve as a vital civic anchor and **"green first responder"** for the Cabo Corrientes region, moving far beyond its role as a plant collection to act as a dedicated neighbor during times of crisis.

As climate change drives higher temperatures and extensive droughts, making the forest increasingly susceptible to fire, the Gardens have stepped up to meet the challenge; during the 2025 wildfires that scorched over 30,000 hectares, our team provided hands-on **firefighting support** and supplied first responders with essential food and fuel.

This commitment to the community extends to storm safety, where the Gardens leverage its technology to share reliable updates during hurricanes, and maintains constant, direct interaction with local *Ejidós* (communal land holders) and small communities. Each year, the number of hurricanes threatening the region increases, making **storm readiness** a top priority for the Gardens' planning. Once the danger passes, the focus shifts to ecological healing by replanting trees that prevent mudslides and restoring the shaded micro-climates necessary for wildlife to thrive. By maintaining a sophisticated **seed and plant sample bank**, the Gardens also provide a biological safety net, ensuring that even if a rare species is lost in the wild, the exact genetic material needed to bring it back is preserved and ready for restoration.

Being ready before a disaster happens is just as important as the work we do afterward. That is why we set aside money every year for emergency training and keep tools like industrial blowers and water pumps ready at a moment's notice. Since teaching is at the heart of what we do, we also host workshops for our neighbors that cover much more than just gardening. In 2025, we held **8 free workshops** for community members. We showed people how to follow the safety steps set by local authorities and exactly what to do when a storm or fire is approaching. By sharing this knowledge and keeping our equipment in top shape, the Gardens help our community move from just reacting to emergencies to being truly prepared for them. We believe that by working together and staying informed, we can keep our beautiful region safe for everyone.



A photograph of four people (two men and two women) standing outdoors in a lush garden. They are all smiling and dressed in casual, outdoor-appropriate clothing. The man on the far left wears a wide-brimmed hat and a plaid shirt. The woman next to him wears a colorful, patterned dress. The man in the center wears a light-colored hat and a teal shirt. The woman on the far right wears sunglasses and a blue t-shirt. The background is filled with green foliage and a stone path. A large white text overlay is centered over the image.

# LEADERSHIP & SUPPORT

# STRATEGIC LEADERSHIP

## SCIENTIFIC ADVISORY COMMITTEE

The Vallarta Botanical Gardens' Scientific Advisory Committee is made up of seven professionals in botany, conservation, and environmental sciences from Mexico and the United States. Their central role is to uphold the highest standards of scientific quality across the Gardens' operations, reports, and technical documents—supporting everything from key projects and certifications to day-to-day work.



**Andrew Bunting B.Sc.**  
Pennsylvania  
Horticultural Society, USA



**Dr. Antonio Vázquez García**  
Center for Biological and  
Agricultural Sciences,  
University of Guadalajara



**Dr. Eduardo Ruíz Sánchez**  
Center for Biological  
and Agricultural Sciences,  
University of Guadalajara



**Dr. María del Carmen  
Anaya Corona**  
University Center of the Coast,  
University of Guadalajara



**Dr. Sandra Quijas Fonseca**  
University Center of the Coast,  
University of Guadalajara



**Selene Asiul Barba  
Bedolla M.Sc.**  
Conservation of Wonderful  
Species of Banderas Bay,  
Civil Association



**Tim Thibault M.Sc.**  
Huntingdon  
Botanical Gardens, USA

Beyond this essential oversight, the Committee also plays an active and ongoing role in strengthening the Vallarta Botanical Gardens' connections with national and international scientific societies, and in supporting the organization and execution of academic events, scientific expeditions, specialized publications, and other valuable collaborations.

## FRIENDS OF VALLARTA BOTANICAL GARDENS A.C.

U.S. donors support the Vallarta Botanical Gardens through Friends of Vallarta Botanical Gardens A.C. (FVBG), an independent U.S.-registered 501(c)(3) nonprofit organization. Since 2007, FVBG has helped advance the Gardens' charitable mission through Board-approved grants supporting conservation, education, research, and community initiatives in Mexico. Funding requests from Vallarta Botanical Gardens A.C. are reviewed by FVBG's Board of Directors and considered in accordance with the organization's established grantmaking policies and guidelines.

FVBG is governed by a volunteer board and operates in partnership with the Gardens to help ensure that donor funds are used thoughtfully and in alignment with the organization's mission. Donations made through FVBG are tax-deductible to the extent allowed by U.S. law, and donors receive official U.S. tax receipts.

The 2025 Board of Directors of FVBG consists of the following members, whose time, passion and commitment are greatly appreciated:



**Jesús Reyes**  
President



**Robert Price**  
Vice President



**Meredith Rosenberg**  
Secretary



**Kim Roberts**  
Treasurer



**Edith Ahern**



**Pam Grissom**



**T.J. Hartung**



**Nancy Holland**



**Lupe Patterson**



**Dr. Cristóbal Sánchez**



**Carl Timothy**



**Bill Williams**



# MAJOR DONORS

The Vallarta Botanical Gardens are registered in Mexico as an *Asociación Civil* (Civil Association) with non-profit status, and we receive no funding support from the government. Our success depends on the generosity and support of our visitors, members, and philanthropic donors.

In 2025, we received financial support in the amount of \$5,000 USD or greater from the following generous individuals, whether as a donation or membership fee.

## WE ARE INCREDIBLY GRATEFUL TO THE FOLLOWING FOR THEIR SUPPORT:

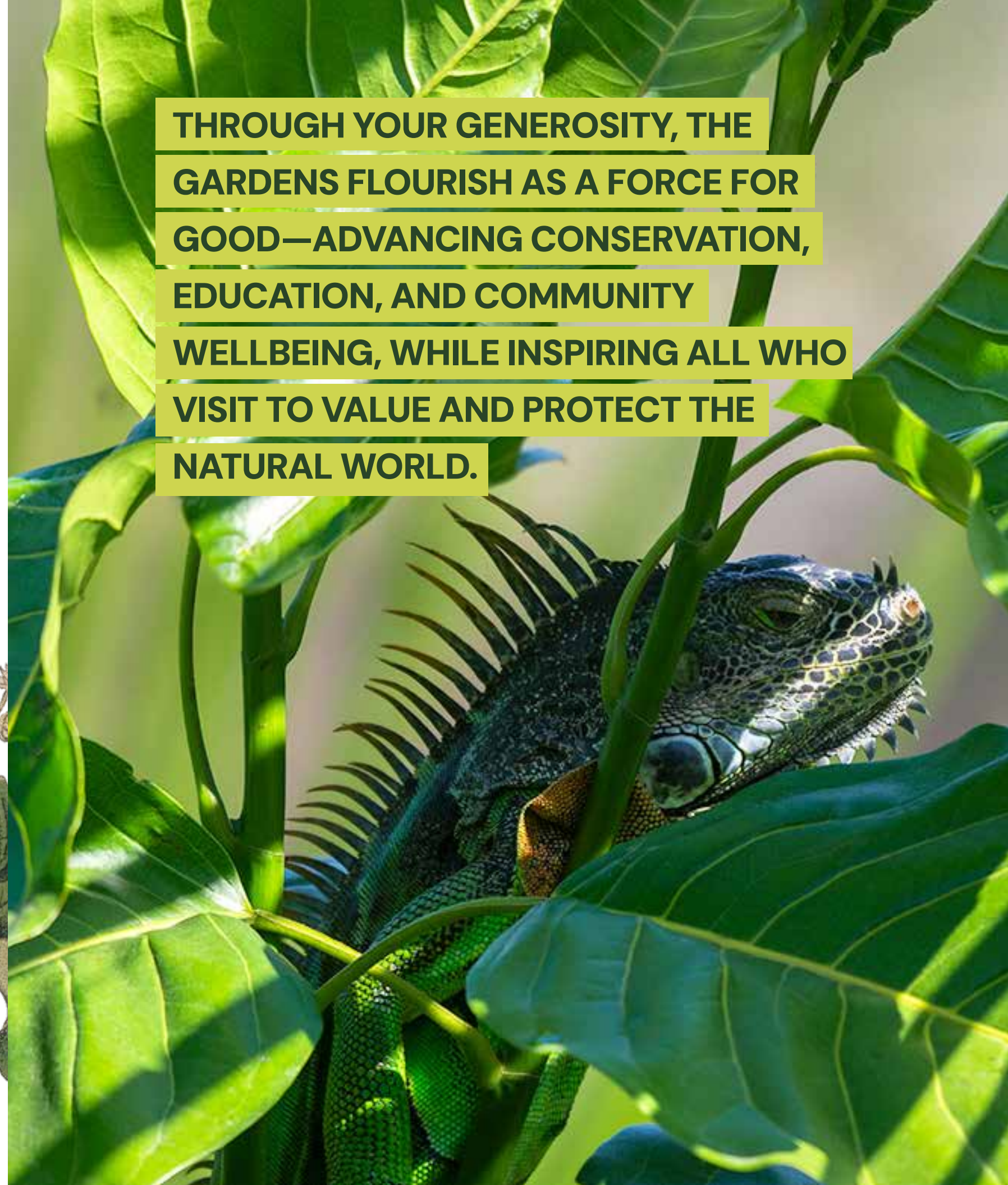
- Barbara & Dick Schukraft
- Tristan Schukraft
- Alan & Beatriz Santoscoy Mendelssohn
- Alan & Patricia Bickell
- Jim and Marsha Meadows
- Marsha and Alfredo Ryle
- Ramona Pierson & Debra Chrapaty
- Pam Grissom
- Jim Lewis
- Bob & Barbara Sypult
- Stephen Prime & Eric Roberts
- Ivan Morton & Mark Ledet



### SUPPORTER SPOTLIGHT:

**Alan Mendelssohn**

*"My donations to the Vallarta Botanical Gardens support important educational programs for local communities, school children and adults. The Young Naturalists program at the Gardens sponsors a variety of environmental workshops and field trips. It is my belief that it is a responsibility and a privilege to contribute to these impactful, ongoing programs".*



THROUGH YOUR GENEROSITY, THE GARDENS FLOURISH AS A FORCE FOR GOOD—ADVANCING CONSERVATION, EDUCATION, AND COMMUNITY WELLBEING, WHILE INSPIRING ALL WHO VISIT TO VALUE AND PROTECT THE NATURAL WORLD.

## MEMBERS

Our membership program launched in 2007. Since then, over **9,000 people** have enjoyed membership at one point, and we are grateful to all of them for their participation in our community.

In 2025, **1,639 people** were active annual members, enjoying benefits including free entry, VIP parking, discounts in our award-winning restaurant, and special members-only events through the year.



### WHAT MEMBERSHIP MEANS TO OUR MEMBERS

*"For more than ten years, our family's three generations have treasured our time at the Gardens. We came for the serenity, beauty, and yummy offerings of the Hacienda de Oro restaurant, and continued visiting with an increasing affection for Bob, Jesus, and the incredible staff."*

*We are impressed with the Gardens' habitat protection efforts and with the international awards that the organization continues to rack up.*

*We are grateful for the positive impact the Gardens have had on this wonderful part of the world and plan our continued support."*

**Marsha and Jim Meadows, Members since 2015**



**CHRISTOPHER JACOBS**  
Head of Fundraising  
and Development

*"To our extraordinary community of more than 1,600 Members, thank you. Your loyalty and generosity sustain the Gardens and bring our mission to life—celebrating and conserving the remarkable biodiversity of western Mexico. Membership now contributes almost 15% of our annual income, directly fuelling our programs in habitat conservation, environmental education for kids from across Cabo Corrientes and Puerto Vallarta, scientific research—especially in orchids and endangered trees—and sustainable community development.*

*Beyond funding, you also connect us to a passionate, international community united across borders by a shared commitment to conservation. We are especially proud that over 20% of our Members are Mexican, helping to strengthen local stewardship.*

*While our membership has grown by over 65% in the last 5 years, our ambitions and the need for our work has grown twice as fast, making your continued support even more important. We, therefore, look forward to 2026 with optimism, excited to see you all here at the Gardens soon and hopeful of welcoming many new Members to the family.*

*On a personal note, I have thoroughly enjoyed meeting you since I began at the Gardens in December 2024. Whether at the Gala, our Members Appreciation Day or crossing paths in the restaurant, you have made me feel very welcome. I'm also excited about the launch of **The Orchid Circle**, a new community for donors and supporters giving at annual levels of \$2,000 USD or above. Programs like these will help sustain the Gardens for generations to come!*

## A MESSAGE FROM JESÚS: LOOKING AHEAD FOR 2026



When, more than twenty years ago, I first came to work at the site which would become the Vallarta Botanical Gardens, I never could have imagined that this project would become **my passion and my life's work**. Growing up in Cabo Corrientes, I spent my youth roaming these mountains and forests, and the unique ecosystems and biodiversity of the region are incredibly important to me personally. I'm so proud of everything we have accomplished, and so excited about what's coming up for 2026.

With 2025's refreshing of our mission statement and redoubling of our commitment to sustainability, conservation, and education, we have **three major priorities for this coming year**, along with, of course, continuing to provide an excellent experience in our natural sanctuary for all our guests.

Firstly, we will complete the installation of a **back-up generator** to strengthen the Gardens' resilience. This will begin with essential upgrades to our electrical system, including securing approval from CFE (Mexico's state-owned electric utility) to increase capacity. These foundational steps will enable a swift transition to a **three-phase system** and generator installation, ensuring continuity of operations and protection of our living collections in the face of power disruptions and extreme weather.



Also in 2026, **we will continue our work out in the community**, researching and protecting two rare endemic tree species – *Pinus vallartensis* and *Magnolia vallartensis*. Thanks to a generous grant from the Franklina Foundation, we will open a new nursery in the nearby town of El Tuito and empower local people to cultivate and replant these species. Our staff will continue field expeditions to identify additional wild populations of these trees, harvesting seeds to build a broader genetic base and developing the first-ever propagation protocols for botanists around the world.

We've heard from Members and guests that they'd love to see **more tours, events, and learning opportunities**, and we hope to bring those to you in 2026. Keep an eye on our blog and be sure to sign up for our email updates to learn the latest about events and happenings at the Gardens. We have so much to share about the wonders of our special corner of the world.



Finally, in 2026 we are launching **The Orchid Circle**, a new way of recognizing our major donors, and have updated our membership program tiers and benefits. Learn more on our website, and please consider joining The Orchid Circle as a patron of the Gardens today.

Thank you so much for your support, and I hope to see you here at the Gardens soon!



**Jesús Reyes,**  
Co-Founder and Chief Operating Officer

# 2025 FINANCIAL REPORT

We are pleased to share the Gardens' financial statements for the fiscal year that ended December 31, 2025.

## STATEMENT OF FINANCIAL ACTIVITIES \*

### REVENUE (IN USD)

Gate Admissions	<b>\$455,045</b>
Memberships	<b>\$160,000</b>
Tribute Sales (tiles, benches, memorials)	<b>\$28,529</b>
Individual Donations (restricted and unrestricted)	<b>\$357,864</b>
Institutional Donations (foundations/grants)	<b>\$83,300</b>
Fundraising Events	<b>\$26,500</b>

### TOTAL REVENUE **\$1,111,238**

Donations received in-kind from our sister business **	<b>\$307,291</b>
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### EXPENDITURE (IN USD)

<b>Community Programs</b> <i>(environmental and social impact programs beyond the Gardens themselves, including Conservation in Action, Franklinia and Actos de Bondad etc.)</i>	<b>\$251,382</b>
<b>Capital and Operating Expenditures</b> <i>(Gardens infrastructure and capital investments, along with operations and overhead, including staff, technology, and utilities)</i>	<b>\$736,685</b>

### TOTAL EXPENDITURE **\$988,067**

Change in Net Assets	<b>\$123,171</b>
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The Gardens' Net Assets continue to be managed with careful stewardship in mind, while at the same time seizing opportunities for improvement, growth and greater mission impact.

\*Figures represent the combined funds received via our nonprofit Asociación Civil in Mexico, Vallarta Botanical Gardens, from the US 501(c)(3) Friends of Vallarta Botanical Gardens A.C., and from our fiscal sponsor in Canada, the T3010 Canadian Children's Shelter of Hope Foundation.

\*\*In-kind donations made to the Gardens nonprofit by our sister for-profit enterprise, the Hacienda de Oro restaurant.



# APPENDIX

## RESEARCH & CONSERVATION PROJECTS

Below are the research, conservation, and restoration projects conducted by the Vallarta Botanical Gardens in 2025. Spanning field-based conservation, scientific research, plant propagation, and community engagement, these projects reflect our ongoing commitment to protecting native biodiversity and strengthening environmental knowledge across the region. Together, they demonstrate the breadth of work made possible through the support of our members and donors.

- Certification of native tree collections 2025: ArbNet II, GCC-BGCI, Magnolia Multisite Collection-Plant Collection Network-APGA.
- Community-based conservation of two Critically Endangered tree species of Los Horcones river basin, Jalisco, Mexico. Funded by the Franklinia Foundation.
- Fauna monitoring using phototrapping 2025.
- Oaks: conservation project for *Quercus cualeensis* and *Q. tuitensis* 2024-2026 ArbNet-BGCI-IOS-VBG-UNAM-BTRLA, including construction of two community nurseries and the setting up of an environmental education program in El Cuale.
- Podostemaceae plants research project with Faculty of Sciences UNAM 2025.
- Propagation protocols for native species of magnolias and oaks 2025-2026.
- Magnolias: *Magnolia vallartensis* conservation project and promotion of the National Magnolias Collection 2025.
- Reconstruction of handrails damaged by Hurricane Lidia at the Vallarta Botanical Gardens, in collaboration with the Stanley Smith Horticultural Trust, 2024-2025.
- Vallarta Botanical Gardens Science Advisory Board 2025.
- 2025 Flora Project collaboration between Vallarta Botanical Gardens, the Botanical Garden of Culiacán, CUCOSTA, and the University of Guadalajara.



## PAPERS AND PRESENTATIONS

In 2025, we continued to strengthen our scientific and conservation impact through a growing body of publications and presentations. From advancing knowledge of threatened Mexican oaks to contributing to international conferences and public outreach, these works highlight our commitment to research, collaboration, and the protection of biodiversity.

### January 2025

#### Conservation Gap Analysis of Native Mesoamerican Oaks

##### Species profile: *Quercus cualeensis*

[https://mortonarb.org/app/uploads/2024/09/gap\\_analysis\\_mesoamerica\\_profile\\_cualeensis\\_English.pdf](https://mortonarb.org/app/uploads/2024/09/gap_analysis_mesoamerica_profile_cualeensis_English.pdf)

##### Species profile: *Quercus tuitensis*

[https://mortonarb.org/app/uploads/2024/09/gap\\_analysis\\_mesoamerica\\_profile\\_tuitensis2.pdf](https://mortonarb.org/app/uploads/2024/09/gap_analysis_mesoamerica_profile_tuitensis2.pdf)

Authors: Kate Good, Maribel Arenas Navarro, Cristóbal D. Sánchez-Sánchez, Víctor García Balderas, Silvia Álvarez-Clare

Publication: The Morton Arboretum (2021–2024)

### March 10–15, 2025

#### Oral presentation: “The Role of Botanical Gardens in the Discovery of New Species in Mexico”

XIII Latin American Botanical Congress (2025)

Venue: Havana, Cuba

### June 2–5, 2025

#### Rapid-fire presentation: “Conservation of Critically Endangered Oaks of Western Mexico”

Annual Conference of the American Public Gardens Association (2025)

Venue: Hyatt Regency, Denver, USA

#### Oral presentation: “Seeds of Change: The Contribution of Hispanic Communities in North American Gardens”

Annual Conference of the American Public Gardens Association (2025)

Venue: Hyatt Regency, Denver, USA

### August 31 – September 5, 2025

#### Oral presentation: “Guardians of Oaks in Jalisco: Preserving Threatened Trees of Western Mexico”

23rd Mexican Botanical Congress (2025)

Venue: UJAT, Villahermosa, Tabasco, Mexico

### October 5–8, 2025

#### Oral presentation: “Guardians of Oaks in Jalisco: Preserving Endemic Threatened Trees of the Sierras of El Tuito and El Cuale: *Quercus tuitensis* and *Q. cualeensis*”

International Oak Society Conference (2025)

Venue: Hotel Victoria, Oaxaca, Mexico

### In progress:

PhytoKeys (2025) – “*Polystemma cualeensis*: a new species from western Mexico”





The **Vallarta Botanical Gardens** are a registered nonprofit dedicated to the mission of celebrating and conserving the unique plant biodiversity of western Mexico.

JOIN THE FAMILY AND BECOME  
A MEMBER OF THE  
GARDENS TODAY!



TAKE A STAND FOR NATURE  
AND MAKE A DONATION TO THE  
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