San Diego Botanic Garden
Strategic Plan
Growing impact in our community & beyond
MISSION
We garden to create, share and apply plant wisdom in our world

VISION
A magnificent botanic garden that empowers people of all backgrounds, ages, and interests to improve their lives and our world with its wonder

VALUES
Accessibility
Collaboration
Growth
Inclusivity
Innovation
Stewardship

Coast prickly pear
(Opuntia littoralis)
ORGANIZATIONAL GOALS

- Be a great regional botanic garden with a national presence
- Become a signature, must-visit San Diego destination
- Be recognized as a resource by peers, policy makers, and the public
- Be a go-to collaborator for business, academia, land management and community organizations

AREAS OF FOCUS

1. THE PHYSICAL GARDEN & ONSITE VISITOR EXPERIENCE
   - The gardens, collections, facilities, staff and volunteers showcase a dynamic living public laboratory—creating new knowledge, preserving plants, educating and providing extraordinary experiences for all
   - Serve broad, diverse audiences
   - Offer memorable and unique visitor experiences
   - Build community
   - Showcase the incredible diversity that can only be grown here, including charismatic and signature flora
   - Model and demonstrate the highest standards and innovative approaches to 21st century public garden design, creation, maintenance and use

2. EDUCATION & LEARNING
   - Empowering people of all backgrounds and ages to follow their curiosity, improve their lives and our world through learning about plants and nature
   - Develop education programs that change lives
   - Connect with people in ways that are meaningful to them
   - Deliver a wide range of content and experiences from cool plants to complex human-plant relationships
   - Give audiences tools to enjoy, use, study and steward plants to improve their own lives
   - Serve people of all backgrounds, ages, and interests

3. SCIENCE & CONSERVATION
   - Conservation horticulture, botany, and applied plant sciences to address our biggest local and global issues—from food security and climate change to land management and home gardening
   - Build a model 21st century public plant science institution by expanding our scientific and conservation role to address our most pressing issues and human-plant relationships
   - Collaborate with local academics, companies and organizations to create innovative, impactful programs and initiatives
   - Conserve plants and habitats for the future
   - Create and share new knowledge

4. BUILD INFRASTRUCTURE AND RESOURCES TO MEET OUR GOALS
   - Purposeful master planning, staffing, growing collections, developing financial and other resources, and building broad support

   - Master Plan: Develop and implement a master plan showcasing outstanding horticulture and environmentally appropriate 21st century facilities that embody the spirit of the garden, and allow us to meet and exceed our goals
   - Resource Development: Build the capacity for continual growth of earned and philanthropic revenue
   - Build Broad Support and Awareness: Become an indispensable resource for San Diego County and beyond
   - Staffing: Build an outstanding team of staff and volunteers who innovate to fulfill our vision and meet our goals
   - Collections: Develop and grow the collections for world-class conservation and education