



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

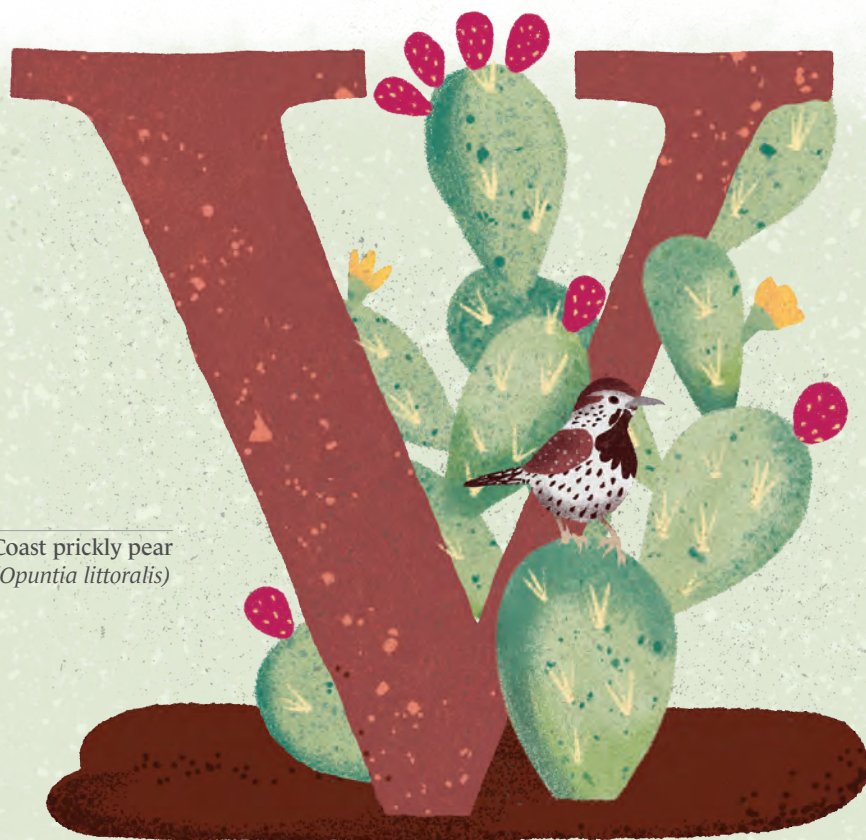
## VISION

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



California poppy  
(*Eschscholzia californica*)





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