

# SAN DIEGO BOTANIC GARDEN STRATEGIC PLAN

Cultivating Growth in the Garden and Beyond

August 2023



SAN DIEGO  
BOTANIC  
GARDEN



## 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.

## CORE VALUES

Accessibility, Collaboration, Growth, Inclusivity, Innovation, and Stewardship

## CELEBRATING THE UNIQUENESS OF PLANTS AND PEOPLE

San Diego Botanic Garden has committed to create, maintain and grow a welcoming and inclusive environment. Just as our natural world relies on plant diversity, we believe that cultivating diversity amongst our staff, volunteers, business partners, and visitors contributes to a flourishing Garden. We are dedicated to ongoing conversations as we celebrate and support the unique attributes of all people.

## 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 :

### Physical Garden and Onsite Visitor Experience

The gardens, collections, facilities, staff, and volunteers work together to showcase a dynamic living laboratory, creating knowledge, preserving plants, educating, and providing extraordinary experiences for all.

Goals include:

- Implement a Master Plan to guide the Garden's rapid growth and create infrastructure needed to achieve our strategic plan and mission impact.
- Continually improve the visitor experience and track success via surveys and other feedback loops. This includes addressing accessibility/ADA needs, improving wayfinding, incorporating Spanish translations into signage, and maintaining/improving infrastructure.
- Establish a greater identity within Southern California while expanding our base nationally and into Baja California to serve new and diverse audiences.





## Education and Learning

Empower people of all backgrounds and ages to follow their curiosity, improve their lives and our world through learning about plants and nature.

Goals include:

- Increase exposure to our educational programs by fostering relationships with schools, developing impactful curriculum for grades K-6, and facilitating solutions to transportation barriers.
- Continue to develop programs that attract people of diverse backgrounds, ages, and interests by providing necessary tools and resources while exploring arts, cultural and intergenerational programming, and developing a wide range of content that inspires and engages.

## Science and Conservation

Continued focus on conservation horticulture, seed banking, rare plant and habitat surveying, evaluating and distributing plants, environmental restoration, and conservation planning and outreach to address our greatest challenges, from biodiversity loss to climate change, food insecurity to environmental degradation. Goals include:

- Conserve native plants in San Diego and other key geographies via collections, restoration, and expand knowledge applicable to regional land management.
- Conserve medicinal plants and mobilize them for use through collections/data management and partnership engagement. This includes creating a robust medicinal plants collection, establishing a consortium of local and regional partners, establishing medicinal plant display gardens, and developing a deeper knowledge of the potential medicinal value of collections.
- Conserve and mobilize for use-food and agricultural plant diversity by developing and sharing knowledge applicable to plant genetic resources management that can help identify solutions for food scarcity and sustainable agriculture.
- Implement updated Collections Management Policy to increase the Garden's ability to conserve, educate and amaze.







San Diego Botanic Garden

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San Diego Botanic Garden is a 501(c)(3) nonprofit organization.

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