Miami Beach Botanical Garden
Strategic Plan for 2017-2018
Miami Beach Botanical Garden

Sustaining our mission
And building a greener future...
Mission Statement

“The mission of the Miami Beach Botanical Garden is to promote environmental enjoyment, stewardship and sustainability through education, the arts, and interaction with the natural world.

Our Garden is a unique, subtropical oasis of beauty, tranquility within an urban setting – a community resource that engages, inspires and refreshes our visitors.”
The Botanical Garden Today

- Is a quiet urban oasis away from the bustle of Lincoln Road and Ocean Drive
- Comprises just 2.6 acres, but we maximize every square inch and have a big footprint in the community
The Botanical Garden Today

-Is not just a pretty city park; rather, it is a true botanical garden
-Serves as a platform for environmental & artistic activities for city residents and visitors of all ages
The Garden strives to be a:

- destination for national and international visitors
- valued institution for Miami Beach residents, not just an event venue
- cultural and ecological center for Miami Beach residents
- key component of the new Convention Center complex
Our Strategic Goals

- Increase the Garden's standing as a true *botanical* garden
- Expand our environmental and arts platforms for residents and visitors
More Strategic Goals

- Increase visitors’ and donors’ level of engagement and support for the Garden
- Become an integral part of the Miami Beach Convention Center renovation while maintaining our uniqueness as a botanical garden
Goal 1: Increase our standing as a Botanical Garden

- Continue to add new signage to identify all plants
- Add rare specimens to the collection
- Expand the Botanical Boutique and Garden Center nursery
- Enhance the edible and native gardens
Goal 2: Enhance the Environmental & Arts

- Partner with Coral Morphologic
- Grow our relationship with our Collins Park neighbors, the New World Symphony, and the Wolfsonian-FIU
Goal 2: Enhance the Environment &
Arts

- Advocate for more environmental awareness, especially supporting the rising sea level discussion
- Encourage art exhibits and musical
Goal 3: Increase Visitor & Donor Engagement

- Implement an annual fund-raising plan to increase revenue
- Implement a marketing plan targeting high priority individuals and groups for sponsorships
- Obtain 100 new members a year and regularly issue renewal and thank you letters to current members
Goal 4: Play a Key Role in the New Convention Center

- Advocate for the Garden with Commissioners (current and past), staff, and city offices
- Actively participate with our neighbors in the Collins Park Neighborhood Association
- Foster relationships with the CMB
- Hold regular meetings with MB Parks & Recreation and Buildings & Grounds