Miami Beach Botanical Garden

Strategic Plan 2015 – 2017
The Garden Today

We are the “backyard” of South Beach, an oasis amid the bustle of Lincoln Road & Ocean Drive and the beauty of our Beaches.
The Garden Today

We're small, just 2.6 acres, but we have a big presence in this community.
The Garden Today

We are not just a pretty city park: we strive to be a true botanical garden
The Garden Today

We are an important platform for environmental & artistic activities for MB residents and visitors alike.
The Garden Tomorrow

For national and international visitors – a destination
The Garden Tomorrow

For Miami Beach residents – a valued institution worthy of their support
The Garden Tomorrow

For the new Convention Center project – a key player and integral partner
Mission Statement

Revised, March 2015

“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 an oasis of beauty and tranquility within an urban setting – a community resource that engages, inspires and refreshes our visitors.”
2015-17 Organizational Goals

1.) Increase MBBG’s standing as a botanical garden.

2.) Achieve operational excellence.

3.) Increase visitors' and donors' level of engagement and support for MBBG.

4.) Become an integral part of the Miami Beach Convention Center renovation while maintaining MBBG's uniqueness as a botanical garden.
Goal 1: Grow MBBG's Standing as a Botanical Garden

2015 Performance Targets

Complete the plant labeling project
Goal 1: Grow MBBG's Standing as a Botanical Garden

2015 Performance Targets

Increase the number of rare specimen plants in the collection
Goal 1: Grow MBBG's Standing as a Botanical Garden

2015 Performance Targets

Update the Garden Master Plan based on the Raymond Jungles design
Goal 1: Grow MBBG's Standing as a Botanical Garden

2015 Performance Targets

Apply for the American Horticultural Society's Reciprocal Admissions Program (RAP)
Goal 1: Grow MBBG's Standing as a Botanical Garden

2015 Performance Targets

Obtain and keep high ratings on TripAdvisor, Yelp, etc. – Continue to monitor online presence, learn from reviews, and maintain positive image as a place of education.
Goal 2: Achieve Operational Excellence

Key Strategies

Utilize detailed, consistent policies, procedures, and checklists in all aspects of administration and operations.

Improve human resource management policies and practices (e.g. staffing levels, staff development opportunities, performance review processes).

Outsource services, both ongoing and special projects, as appropriate.

Improve facilities maintenance

Increase volunteer numbers and improve the utilization of those volunteers.
Goal 3: Increase visitor & donor engagement

2015 Performance Targets

Implement an annual fund-raising plan to increase revenue

Implement a marketing/communications plan targeting high priority individuals and groups

Cultivate new members and maintain relationships with renewing members
Goal 4: Become an integral part of the Convention Center renovation, but keep our uniqueness as a botanical garden

2015 Performance Targets

- Participate in Miami Beach Convention Center planning committee activities
- Fill a MBBG seat on the Collins Park Neighborhood Association
- Obtain a formal liaison person with the City of Miami Beach
- Hold Monthly Meetings with Miami Beach Parks and Recreation
How can YOU help our Garden grow?
Participate in our many programs and events

- Environmental Workshops and Seminars
- Culinary Events
- Free Annual Events (Japanese Spring Festival)
- Family Programming
- Concerts
- Art Openings
- Annual Fundraisers (Taste of the Garden)
How can YOU help our Garden grow?

Volunteer your time and talent
How can YOU help our Garden grow?

Join the Garden as a Member
How can YOU help our Garden grow?

Become a Donor and help take the Garden to the next level of excellence
How can YOU help our Garden grow?

Spread the word about what's happening at the Garden
How can YOU help our Garden grow?

Share with City officials the importance of the Garden.

Green spaces enhance the quality of life for everyone by providing a therapeutic area to exercise, meditate, and connect with nature and others in the community. They also act as a natural buffer to storm water runoff, help to elevate air quality, and preserve biodiversity.