

A lush tropical garden scene with a waterfall and various plants. The background is filled with dense green foliage, including palm trees and other tropical plants. A waterfall flows into a small pool of water in the center. The overall atmosphere is serene and natural.

Report on the Fort Worth Botanic Garden Strategic Plan Process

Information Item VI. C

Park and Recreation Advisory Board

April 27, 2016

Purpose of Presentation

- Provide an overview on the process for the development of the Fort Worth Botanic Garden Strategic Plan
- Provide updated information regarding public input options
- Provide proposed schedule of acceptance of Strategic Plan

Goals of Strategic Plan

- To create a better mission statement that is concise, accurate, and inspiring
- To create a vision statement
- To analyze strengths, weaknesses, opportunities, and challenges
- To develop a plan for implementing the 2010 Master Plan for the Garden
- To develop a complementary financial plan to assure current and future operating needs are met
- To create a more efficient organization



Consultant Team – EMD Consulting

- Local team: Studio Outside
- Experience with public process
- Knowledge of public garden facilities and programs around the country
- Ability to benchmark Botanic Garden operations against the most successful peer gardens throughout the country
- <http://www.emdconsulting.com/>



Organizational Structure

- Strong community support
- Two key support groups
 - FWBS
 - FWGC
- Campus partner
 - BRIT
- Overlapping
 - Programs
 - Staffing



Industry Standards

- Grow through proactive planning
- Only 2 significant facilities since 1990s
- Improve visitor experience
- Create new programs
- Provide displays



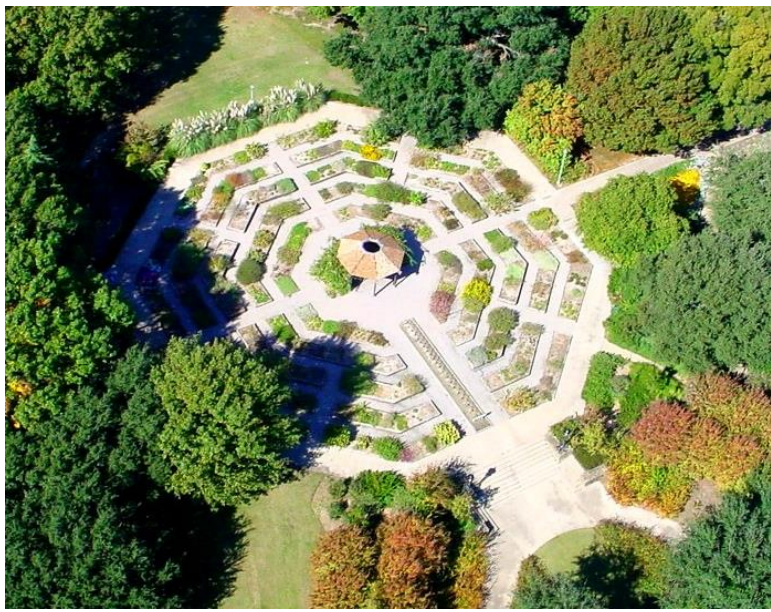
Challenges

- Limited capacity of support groups to assume additional financial responsibility
- Backlog of deferred maintenance
- Limited resources



Strategic Plan Public Engagement

- Three public meetings
 - Next one: May 2, 5:30 – 7:00 PM
- Email for public comment
 - BGStrategicPlan@fortworthtexas.gov
- 2010 Master Plan posted on websites
- Ten-minute, one-on-one meeting with consultant, 817.392.5533
- Prepared documents posted to City of Fort Worth and FWBG.org websites
- Presentations to Park Board and City Council



Questions?

