

**City of Fort Worth
Park and Recreation Advisory Board**

INFORMATION ITEM

No. VI. C

April 27, 2016

Page 1 of 4

TO: Chair and Members of the Park and Recreation Advisory Board

**SUBJECT: REPORT ON THE FORT WORTH BOTANIC GARDEN STRATEGIC PLAN
PROCESS**

The purpose of this Information Item is to provide a report to the Park and Recreation Advisory Board (Board) of the process for the Fort Worth Botanic Garden Strategic Plan.

On March 29, 2016, the Fort Worth City Council authorized the execution of a Professional Services Contract with EMD Consulting Group, LLC for a Strategic Planning Study for the Botanic Garden and authorized the acceptance of \$33,000.00 each from the Fort Worth Botanical Society, Inc. and the Fort Worth Garden Club to help fund the study (M&C C-27658).

The purpose of the study is to prepare baseline information for the Garden's current operations and benchmark with comparable institutions, conduct an organizational analysis of strengths and challenges, reconsider the Garden's mission, create a unified vision in cooperation with support groups, set goals and develop objectives and timelines for achieving them and provide a financial analysis. The study will also provide steps for implementing the City Council adopted 2010 Fort Worth Botanic Garden Master Plan.

There will be several methods and opportunities for the public to receive updates on the Strategic Plan and provide comments. Public meeting dates are April 19, May 2, and one yet to be scheduled. In addition, the public is encouraged to submit comments by sending an email to BGStrategicPlan@fortworthtexas.gov. The public can also attend Park Board and City Council meetings when reports and/or presentations are made on the Strategic Plan. Proposed dates on included in this document.

Attached are the following documents that provide detailed information.

1. Case statement for the Strategic Plan
2. Strategic Plan outline
3. Proposed dates for updates to the Park Board and City Council

Staff will be present to address any questions the Board may have regarding this project.