

Fort Worth Botanic Garden Strategic Plan

Overview for Public Meeting

Presented May 14, 2018

Key Takeaways

- Strategic Plan identifies specific actions to make progress towards implementation of the City Council approved 2010 Master Plan
- More than \$15M in capital repairs are required to maintain the status quo
- Two-thirds of the visitors are not residents of Fort Worth

Key Takeaways continued

- Doing nothing is not an option or we risk the rest of the garden disappearing like the Fragrance Garden



Strategic Plan – Public Engagement

- Planning Committee Representatives:
 - 3 FWBS, Inc.; 3 FWGC, Inc.; 1 BRIT;
 - 1 Texas Garden Clubs;
 - 1 Park and Recreation Board; Botanic Garden and City staff
- Three public meetings
- Web comments, emails from the public, individual meetings with consultant team, all public documents posted on website
- Reports/Presentations
 - Park and Recreation Advisory Board: April 27, May 25, July 27, August 24
 - City Council: Informal Report No. 9880, May 3, “Report on the Fort Worth Botanic Garden Strategic Plan Process”

Strategic Plan Objectives

- Transform the **Guest Experience**
- **Repair, renovate, and improve** gardens, features and facilities
- Establish the Fort Worth Botanic Garden as a **leader in public programs**
- Implement key parts of the City Council adopted **2010 Master Plan**
- **Reorganize the Garden's support groups** to improve the Garden's management and to increase support

Clear conclusion: \$15M+ in needed capital maintenance and repairs before we can pursue larger aspirations.

History of Garden Designation

- Established as “a garden” in December 1934 when Park Board approved creation of Garden Center operated by the FWGC
 - Name changed from Rock Springs Park to Fort Worth Botanic Garden
 - 37.5 acres
- Opened Japanese Garden in 1973

Definition of a Public Garden

In essence, a **public garden is a mission-based institution that maintains collections of plants for the purposes of education, research, conservation and/or public display.** This definition is useful in identifying what is *not* a public garden. A park may have beautiful ornamental plants and may be well cared for...amusement parks, shopping malls and even hotels can have lovely and diverse plantings...But such sites do not meet the **essential criteria of being public gardens unless there is a mission statement driving their efforts and their plants are actively curated, that is cared for objects that are part of the collections of a living museum.”**

[Donald A. Rakow and Sharon A. Lee (editors). 2011. Public Garden Management. Wiley: New Jersey]

Direction from City Council

- Realign governance and existing financial resources
- Identify capital infrastructure costs
- Assemble more visitor information
- Subsequent process to consider fees and non-profit status

Seized opportunity to develop **partnership with BRIT** starting with volunteer management and education programs along with collaboration for marketing.