

# 2021-2031 Strategic Plan



## OUR MISSION

To educate and inspire through excellent exhibits and programs that promote water conservation and the sustainable use of related natural resources

## What We're Best At



### *Beautiful, Water-Efficient Landscapes*

As a specialty demonstration garden, we grow beautiful, low-water-use California landscapes to learn from and enjoy.



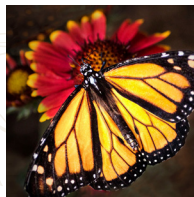
### *Education & Inspiration*

We inspire and educate so people of all ages can connect with plants and nature and build a better planet for future generations.



### *Wellness & Sense of Community*

We provide a peaceful space and nurture a sense of wellness and community for all.



### *Sustainability*

We demonstrate that beautiful landscapes can be achieved by prioritizing sustainability for all natural resources.



## A Garden for All

As a garden we promote the biodiversity of plants and we recognize diversity of people and perspectives makes our garden and community stronger. The Water Conservation Garden is committed to Inclusion, Diversity, Equity and Access (IDEA) within all aspects of our daily operations, including our exhibits, programs, staff, and board. Leveraging a strong foundation of existing policies and practices, our aspiration is to cultivate an institution that is as diverse as the communities we serve.

Thank you to our WCA partners  
for supporting The Garden







## Ten-Year Strategic Vision

By 2030, we will have successfully grown The Garden's impact through growth in our footprint, plant ecosystem, attendance, membership, education programs and support, and we will have leveraged our key assets including the garden itself, our unique Ms. Smarty-Plants™ youth education programs and events to become an attraction and resource throughout and beyond San Diego.

## Three-Year Strategic Priorities (2021-2023)

To accomplish our Strategic Vision, our Strategic Priorities will help us focus our efforts over the next three years.



### *Education*

Increase and develop additional educational opportunities for children and adults



### *Innovation & Modernization*

Ensure The Garden is innovative as it grows



### *Visitor Experience / "WOW Factor"*

Enhance The Garden's visitor/member experience



### *Financial Sustainability*

Continue to strengthen The Garden's financial sustainability and foundation for growth



### *Visibility*

Increase The Garden's relationships and visibility in the regional community and beyond, resulting in growth and diversification of The Garden's visitors and members



### *Team Development*

Grow and diversify the Board and enhance the development and satisfaction of all Garden team members (Board, Committees, Docents, Volunteers, Staff and Interns)

*As we work toward our ten-year vision, The Garden team will be intentional and track milestones and metrics tied to:*

(unless noted otherwise, all numbers below are baseline as of Dec. 2020)

### *Increased Support*

**\$1,259,500**

Annual Operating Budget

**\$358,444**

Donor Contributions

**933**

Total Members

### *Education, Reach & Impact*

**184**/yr

School Engagements

**42,300**/yr

Students Reached

**30,000**/yr

Visitors

**607**/yr

Adult Education  
Attendees

### *Growth & Nurturing of The Garden*

**5,633**/yr

Volunteer Hours

**6 acres**

Garden Footprint

**600**

Plants in the Garden

### *Strong Organizational Foundation*

**11**

Board Members

**21**

Staff

**284**

Volunteers & Docents