

MISSOULA BOTANICAL GARDENS

STRATEGIC PLAN

November 2023-November 2026

Approved by Board: November 13, 2023

Executive Summary

Missoula Botanical Gardens envisions a conservatory and associated gardens that serve our community and visitors as a unique sanctuary. This revised strategic plan represents attainable goals and objectives for the next two years. It focuses on growing community awareness and support, creating a conceptual plan for the garden(s) with exhibits, and developing a fundraising campaign to support the botanical garden.

Organizational Description

Botanic Garden Missoula, doing business as Missoula Botanical Gardens, was founded in 2019 by Germaine Conrad. A Board of Directors was established in 2020, along with the organization's bylaws and the establishment of 501c3 status. The group has worked extensively on creating a mission statement, values, and initial concepts for the garden. This revised strategic plan identifies the work needed to progress over the next two years.

Mission Statement

To create a botanic sanctuary that protects and showcases unique plant diversity where the public can experience wonder, enrichment, and wellness through nature and artistic beauty.

Values

- **Promote Environmental Stewardship**- Cultivate a sense of urgency for the stewardship of our environment
- **Conservation**- Conserve rare and endangered plants and their ecosystems to preserve biodiversity
- **Enable Learning**- Enable people to learn about plants as food/medicinal sources and their vital role in our lives and the natural environment
- **Provide an Urban Oasis**- Create a peaceful setting for people to experience the beauty and the healing power of nature
- **Preserve our Legacy**- Honor our heritage by preserving historic plantings and structures and develop a cadre of engaged volunteers
- **Foster a Visitor Centric Experience**- Offer congenial gathering spaces to encourage fun and a sense of community

Goals and Objectives

Goal 1- Grow community awareness, support, and board membership.

Subgoals

- Develop and execute an organic social media, email, and website activity plan.
- Create an promotional packet (flyers, brochures, and/or QR codes to link to the website) that can be given out at events or to volunteers.
- Engage and/or host public events to benefit the mission and goals.
- Identify board membership needs (via skills/knowledge) and recruit new members.
- Reach out to local organizations that align with our values that could offer support (monetarily or in promotion), information, or volunteers.
- Create a volunteer communication and management plan with various ways to volunteer.

Measurable Objectives

- Track and increase website traffic and social followers by 30% per year.
- Schedule a minimum of three events per year to benefit Missoula Botanical Gardens.
- Develop five strategic partnerships (formal or informal) to reach the mutual goals of each organization.
- Establish a volunteer base of at least 50 people with identified work preferences.
- Update marketing and promotional materials as needed (e.g., tee-shirts, stickers).
- Create an annual events calendar and share it on the website and local outlets.
- Develop and grow the board to encompass additional expertise, resources, and capacity.

Goal 2: Create a conceptual plan for the conservatory and gardens with exhibits.

Subgoals:

- Identify potential and active partners in climate and water conservation, botany, fundraising, land acquisition, landscape design, art displays, conservatory construction, foundations, developers, etc.
- Determine the minimum acreage required to meet the mission and promote established values.
- Continue to work with Missoula City and County, University of Montana, and other decision-makers/managers and land developers to collaborate on potential sites, costs, and associated feasibility.

Measurable Objectives

- Create a partnership contact list related to Missoula City and County, University of Montana, and other strategic entities to seek funding, technical resources, and partnerships.
- Interview 10-15 garden, conservation, plant/horticulture societies, and natural resource experts.
- Develop a concept planning packet to solicit ideas, feedback, and partners to identify a site.
- Identify at least three potential locations suitable for minimum acreage and explore with the owners of each property.
- Develop a budget for site planning/architect(s), building, and operations (see below).

Goal 3: Create and launch a fundraising campaign to support the development of a botanical garden.

Subgoals

- Increase funds for operational capacity and garden planning through grants, membership and donations, events, and business support.
- Create a business plan with a budget for garden planning, building and infrastructure, and operations.
- Cultivate strategic partnerships with philanthropic partners and foundations aligned with our mission and aspirations.
- Work with Marketing and Events work groups to promote fundraising needs and grow support for the garden.

Measurable Objectives:

- Research and launch membership program:
 - Identify member levels, what members receive, etc.
 - Establish target membership goals.
- Write at least two grants to support operational capacity within the next three years.
- Develop a plan for adding staff and contractors to support operations.
- Develop a list of local endowments and foundations interested in supporting the garden.
- Register and partner with Missoula Gives (enter the process March 1-31, 2024; the registration deadline is April 9, 2024).
- Host one fundraising event to raise awareness, increase funding and membership, and create garden partnerships to identify the site for the conservatory.