



2019-2020 STRATEGIC PLAN

Miami Beach Botanical Garden

OUR MISSION

The mission of the Miami Beach Botanical Garden is to promote environmental enjoyment, stewardship and sustainability through education, the arts and interaction with the natural world.

Our garden is a unique, subtropical oasis of beauty and tranquility within an urban setting—a community resource that refreshes, inspires and engages our visitors.



The Botanical Garden Today

- Is a serene urban oasis, set apart from the glitz of South Beach, where residents and visitors can commune with nature
- Comprises nearly three acres, including newly added land along the historic Collins Canal, and facing the stunning, renovated Miami Beach Convention Center
- Creates an important cultural footprint in our community



The Botanical Garden Today

- Welcomes young and old from near and far to our free Garden to see rare species of palms, orchids and cycads, butterflies and turtles
- Serves as an important platform for environmental, artistic and musical activities for city residents and visitors of all ages



4 STRATEGIC GOALS

1. Increase the Garden's standing as a *true* botanical garden – not just a pretty park
2. Expand environmental, art and music platforms for residents and visitors

4 STRATEGIC GOALS

3. Increase visitor and resident engagement and support for the Garden through donations and memberships
4. Become an integral part of the Miami Beach Convention Center complex while maintaining our unique status as a botanical garden



GOAL I

Increase the Garden's standing as a *true* Botanical Garden, not just a pretty park.

- Label 100 percent of plants in English and Latin by the end of 2019. (Currently at 90 percent.)
- Add rare specimens to the collection.
- Expand merchandise range and price points in the Botanical Boutique.
- Expand the Garden Center as both a sales point and a horticultural training center.
- Enhance the Edible and Pineland Rock gardens.
- Expand Garden outreach to schools and senior centers.
- Add the Seagrape Café to our list of amenities.



GOAL 2

Expand environmental, art and music platforms for residents and visitors

- Expand relationships with our Collins Park neighbors, the New World Symphony and the Wolfsonian-FIU.
- Develop new walking routes from 23rd Street to 17th Street.
- Enhance the Saturday morning garden tour to include the newly acquired Collins Canal area.
- Advocate for more environmental awareness, especially supporting discussion of rising sea levels.
- Install solar panels.
- Encourage art exhibits and musical presentations for adults and children.



GOAL 3

Increase visitor and resident engagement and support for the Garden through donations and memberships

- Implement an annual fundraising plan to increase revenue
- Implement a marketing plan targeting high priority individuals and groups for sponsorships
- Obtain 100+ new members a year and regularly issue renewal and thank you letters to current members



GOAL 4

Become an integral part of the Miami Beach Convention Center complex while maintaining our unique status as a botanical garden

- Advocate for the Garden with the Mayor, Commissioners and City Manager
- Ensure the City's financial support keeps pace with the Garden's expanded physical plant and operational requirements
- Actively participate with our neighbors in the Collins Park Neighborhood Association
- Meet regularly with Miami Beach Parks & Recreation and Buildings & Grounds Departments



Please help us build
a greener future for Miami Beach
residents and visitors

Let us hear from you!

Contact

Sandy Shapiro, Executive Director

Phone

305-673-7256

Email

sshapiro@mbgarden.org