



Strategic Plan 2017-2019

About the Process

The goal of the 2017-2019 Strategic Plan is to provide Powell Gardens with strategies to promote awareness and organizational health. The planning process began in 2015. Input for the plan was gathered through facilitated brainstorming sessions and individual meetings with Board members, Garden staff and volunteers.

Powell Gardens' Vision and Mission

The Vision and Mission statements need more time. Recommendations will be presented at the February Board meeting.

Powell Gardens' Values Statement

Our work will be guided and informed by our belief and commitment to:

- ◆ Quality, enjoyable experiences
- ◆ Innovative and impactful education and outreach
- ◆ Industry excellence and professionalism
- ◆ Leadership in environmental awareness and stewardship
- ◆ Community impact and involvement
- ◆ Organizational and financial health

Powell Gardens' Strategic Priorities and Goals

Priority I. Provide High Quality, Enjoyable Visitor Experiences

Offer relevant, high quality, fun experiences that broaden the appeal of the Garden.

Goal 1. Become a passionate visitor-centric organization

- ◆ A. Assess all facilities and gardens from the visitor perspective.
- ◆ B. Evaluate the safety and accessibility of Powell Gardens.
- ◆ C. Identify and address areas to increase visitor comfort.
- ◆ D. Strive to provide moments of unexpected joy for all guests on each visit.

Goal 2. Increase effective communication

- ◆ A. Establish a clear brand identity unique to Powell Gardens.
- ◆ B. Develop and implement a comprehensive, strategic marketing and public relations plan.
- ◆ C. Create a culture of open communication and proactive approaches among staff and volunteers.

Priority II. Become the Region's Leader in Botanical Education

Develop a diverse menu of educational opportunities for varied audiences establishing Powell Gardens' as a leader in botanical education.

Goal 1. Engage patrons of all ages

- ◆ A. Develop a vibrant adult education program.
- ◆ B. Expand opportunities for primary and secondary students.
- ◆ C. Build a strong intergenerational education program.
- ◆ D. Take the garden to the community.

Goal 2. Develop and implement a garden-wide interpretation plan

- ◆ A. Build upon Powell Gardens' brand identity.
- ◆ B. Leverage technology to interpret the collection and reach new audiences.
- ◆ C. Build audiences through a variety of interpretive tactics.
- ◆ D. Provide access to the collection through cross-disciplinary approaches.

Goal 3. Establish educational collaborations

- ◆ A. Establish partnership locations throughout the region for education.
- ◆ B. Develop partnerships with institutions of higher education.

Priority III. Increase Awareness and Recognition as a Premier Botanical Garden

Enhance Powell Gardens' reputation as a vital, pre-eminent garden with top talent.

Goal 1. Maintain the Gardens' quality and beauty

- ◆ A. Direct resources necessary to maintain excellence.

Goal 2. Raise the profile of Powell Gardens' experts

- ◆ A. Identify and secure patents, accreditations and certifications.
- ◆ B. Imbed the Gardens' content experts in educational programming and volunteer training.

Goal 3. Leverage industry relationships

- ◆ A. Partner with industry businesses.
- ◆ B. Create value-added programs, events and resources.

Priority IV. Establish Powell Gardens as a Critical Community Partner

Through strategic collaborations, solidify our position as a valued Greater Kansas City entity.

Goal 1. Build meaningful relationships with nature-related organizations

- ◆ A. Partner to gain audience and reach.
- ◆ B. Utilize the experts of various organizations for education and outreach.

Goal 2. Be a leader in driving tourism to the Greater Kansas City area

- ◆ A. Strengthen Powell Gardens as a destination.
- ◆ B. Develop strategies to focus tourism east of Kansas City.

Goal 3. Build permanent, sustainable collaborations and partnerships with Kansas City's cultural organizations

- ◆ A. Create partnerships that connect with audiences on a variety of levels.
- ◆ B. Focus on cross-disciplinary connections and approaches to grow audience and revenue.
- ◆ C. Engage and educate community leaders to appreciate and support Powell Gardens' as Kansas City's premier public garden.

Goal 4. Become involved in civic conversations.

- ◆ A. Play a significant role in appropriate civic organizations.

Priority V. Ensure Organizational Health and Sustainability

Broaden and diversify the funding base ensuring a sound financial foundation and strengthen the organization's infrastructure to drive much-needed growth.

Goal 1. Expand existing and create new opportunities to increase revenue

- ◆ A. Successfully complete the Capital Campaign
- ◆ B. Successfully complete the Capital Construction projects
- ◆ C. Expand opportunities for earned income.
- ◆ D. Cultivate and grow Powell Gardens' member and donor base.
- ◆ E. Leverage the Gardens' physical assets including property, grounds and structures.
- ◆ F. Secure grant funding from new sources.

Goal 2. Assess and optimize existing resources.

- ◆ A. Improve the Gardens' technology infrastructure.
- ◆ B. Assess and utilize the Gardens' infrastructure effectively.
- ◆ C. Create a culture of accountability among staff, volunteers and Board members.
- ◆ D. Identify areas of cost-savings.
- ◆ E. Evaluate, identify and implement best usage of volunteers.